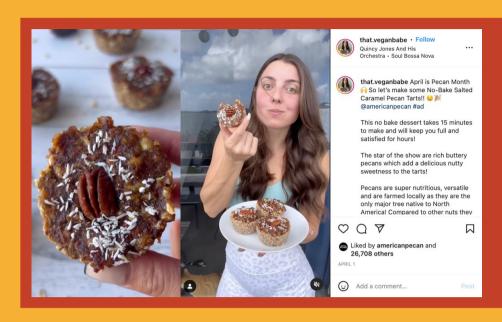
INFLUENCERS REACH MILLIONS OF CONSUMERS DURING NATIONAL PECAN MONTH

Through our strong influencer partnerships, we reached millions of U.S. consumers with delicious recipes celebrating National Pecan Month.



Stephanie Manzinali's No-Bake Salted

Caramel Pecan Tarts video garnered

more than 1.8 million

consumer views &

touchpoints (CVTs)

Zach Rocheleau's <u>65 Calorie Protein</u>

<u>Pecan Butter</u> post generated **more than 438,000 CVTs**





CJ's Easy Recipes' Chinese Five-Spice
Pecans video secured
more than 165,000 CVTs

GERMANY PAVES THE WAY WITH HIKING TRAIL NUTCRACKER

This spring, we are tapping into Germans' love for hiking with our "Trail Nutcracker." After establishing their beloved nutcracker as the pecan icon during the Christmas season, our new campaign positions the pecan as the most versatile nut yet to be explored by Germans.

We are excited to promote American Pecans as the perfect outdoor snack against the backdrop of beautiful German trails. Local influencers will even appear on the trails with our branded nutcracker as their new hiking buddy.



NEW PHOTOGRAPHY AVAILABLE FOR INDUSTRY

Check out the latest batch of beauty shots in our toolkit at <u>AmericanPecan.com</u>! From field to table, these new photos are available for download and industry use. If you have any questions on how to download, contact us at industry@americanpecan.com.





Click on the images above to view the latest photos and social media images.

FOR ASSISTANCE, PLEASE CALL OUR OFFICE AT 817.232.0085.