

AMERICAN PECANS PICKING UP SPEED INTERNATIONALLY

SOCIAL MEDIA SPOTLIGHT

CHINA EDITION

As we prep to launch American Pecans social media channels in China, get to know some of the country's top digital platforms and how we've already been featured via local influencers (aka Key Opinion leaders, or KOLs).

WeChat

Multi-purpose instant messaging, social media and mobile pay app (over 1 billion monthly users)



KOL making traditional Chinese dishes with pecans

Weibo

Microblogging site with over 445 million monthly users (think Twitter)



KOL utilizing 'old meets new' trend in China

TMall

Business-to-consumer retail site with 500 million monthly users (think Amazon)



American Pecans featured during TMall's annual nut festival

To stay up to date with our marketing efforts and how your industry dollars are making an impact, visit AmericanPecan.com and register for our industry newsletter. On the website, you can also access marketing resources and reports in the Marketing Toolkit.

DID YOU KNOW?

As of Dec. 2020, the user size of online videos in China reached 927 million people (93.7% of the country's internet users) – we've been featured on 3 of China's fastest growing video platforms (bilibili, Kuaishou and TikTok).



79% of China's Netizen population (i.e., "net citizens") shop online – working with KOLs, we reached an audience of 45+ million on TMall.com.

10-49 years old is the major age group of Chinese Netizens (79% of all Chinese age groups) – our presence on China's top social platforms ensures engagement with a wider audience.



DIABETES DIETETIC PRACTICE GROUP PREMIER FOOD ENGAGEMENT

This spring, the APC had the unique opportunity to intentionally engage with 45 leaders, representing the most engaged, influential members in the Diabetes Health Professional Community, during their Virtual DDPG Spring Leadership Retreat.

Prior to the interactive charcuterie board demo and wine pairing, the APC gave a sponsor presentation highlighting pecans' standout flavor.



Diabetes
eat right. a dietetic practice group of the
Academy of Nutrition and Dietetics
Experts in Diabetes Care and Education

PREPPING THE TRAIL FOR PECANS IN GERMANY

Following our late 2021 market launch, we continue to build momentum in Germany. The local team is leading potential pecan lovers directly to our content hub filled with pecan recipes and inspiration. In the first three months of the year, web visitors increased by **more than 10,000**. Meanwhile, native advertising successfully supported traffic to the content hub, with an **engagement rate of 4.2%** and **clickthrough rate of 3.09%**, both of which are above industry benchmarks.

