

American  
**PECANS**  
THE ORIGINAL SUPERNUT

# AMERICAN PECANS WINNING AWARDS



SUPER SAFE  
PECAN DEBATE  
CAMPAIGN  
**WINS**  
IMPORTANT AWARDS

Over the summer, our **Super Safe Pecan Debate** won a **2022 Effie**, a highly coveted award that measures marketing effectiveness across the globe.

American Pecans' FY21 holiday campaign was a **bronze winner in the Snacks and Desserts category**, alongside major global food brands. American Pecans was also recognized as a finalist in the Seasonal Marketing category.

The Effies are among eight awards won by industry for our viral Super Safe Pecan Debate. This marketing effort is the gift that keeps giving as media, such as Food & Wine, continue to reference our campaign and America's vote on puh-CON vs. PEA-can.

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



### NY Festivals

Finalist for Public Relations:  
Food/Drink Products



### The One Show

Finalist for Creative Effectiveness  
– Consumer / Brand

Finalist for Public  
Relations/Media Relations



### WARC Awards for Effectiveness

Finalist for  
Collaboration & Culture



### Epica Awards

Finalist for Confectionery  
& Snacks



### Digiday Awards

Finalist for Best PR Campaign



# GERMANY'S NUTCRACKER TAKES TO THE HIKING TRAILS



We established Germany's beloved nutcracker as the pecan icon over the holiday season, and during the summer, we tapped into the country's love for hiking with our Trail Nutcracker. American Pecans partnered with one of the most renowned hiking associations in Germany, helping position pecans as the best snack to fuel hiking adventures.

With a fully branded landing page on the association's website, we're reaching even more of our target audience and have seen an increase in visits to our own German-language website. Through the website and paid social ads, we've secured nearly **780K consumer views & touchpoints**.