

POWERFUL PECANS

A Palate of Possibilities for Commercial Operators

Trend-forward, nutritious and incredibly versatile, pecans bring life to so many menu applications—from sweet to savory and anywhere in between.



Why Pecans Can Help Power Your Menus

- 72% of operators cite rising food costs as their primary concern.¹ Creating audience demand is critical, and pecans deliver proven purchase intent. In fact, 9 in 10 consumers are interested in items with pecans.²
- 80% of consumers look forward to new food and beverage trends in 2025.³ Pecans stand out in sweet, spicy, smoky, salty, and savory flavor profiles. Perfect for capitalizing on the latest culinary obsessions.
- 84% of diners frequently seek novelty on the menu when eating out or ordering in.⁴ Pecans are a flavor favorite for adventurous diners with new product introductions featuring this powerhouse ingredient increasing by 54%.⁵

Unlock the power of pecans and connect your customers to a world of creative culinary possibilities today.



5 Reasons to Crack Open Powerful Pecans in Your Restaurant

What makes pecans the mightiest of superfoods across so many trend-setting menus?



1. Consumer Appeal

77% of consumers like or love the rich, buttery flavor pecans bring to a finished product.⁶ And 64% say they will choose pecans more often given that they fit into plant-based and keto-eating plans.⁷

2. Flavor Versatility

75% of consumers think pecans go well with other ingredients and flavors.⁸ Chefs can complement trending “fusion flavors” with pecans’ sweet taste in new recipes and seasonal specials.

3. Texture Potential

Pecans offer a unique texture that can mimic the mouthfeel of meat—making it the ideal ingredient for plant-based meat products.

4. Premium Appeal

Most pecan lovers will pay more for their favorite nut on menus.⁹ In fact, consumers are willing to pay an average of \$0.60 and up to \$1.41 more¹⁰, as they perceive menu dishes as “higher quality” and “trendier” with pecans.¹¹

5. Superfood Nutrition

Each one ounce serving delivers 3g of plant-based protein, 36mg of plant sterols, 11% DV of dietary fiber and 10mg of flavonoids, making pecans an ideal superfood.

Get Passionate About Pecans!

Looking for pecan-based recipes, serving ideas, nutritional know-how, or supplier connections? Visit [EatPecans.com](https://eatpecans.com) or email info@eatpecans.com.



Pecan Pimento Cheese Bites

1 Datassential, Table Stakes Report, 2024
2 Datassential, Custom Research fielded November 2022, an online survey of 1,500 consumers representing the general population.
3 Datassential, Food Trends, 2024.
4 Mintel, US Spring/Summer Flavors and Ingredients on the Menu Market Report 2024.
5 Mintel, Global New Product Database (GNPD), 2022.
6,7,8 Datassential, Custom Research fielded November 2022, an online survey of 1,500 consumers representing the general population.
9 Mintel, Global New Product Database (GNPD), 2022.
10,11 APPB Pecan Incrementality Study, Halverson,10, January 2025.



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