

POWERFUL PECANS

A Palate of Possibilities for College & University Operators

Serving adventurous and socially responsible students starts with exciting and trend-forward menus that spotlight the versatility and locally sourced goodness of pecans.



Why Pecans Can Help Power Your Menus

- 51% of students will try a new food just because it sounds exciting.¹ Pecans deliver buzz. In fact, 9 in 10 consumers are interested in items with pecans.²
- 44% of students love trying new foods...the crazier, the better.³ Get creative with pecans in sweet, spicy, smoky, salty, and savory flavor profiles. Perfect for capitalizing on the latest culinary obsessions.
- 57.9% of students say that local sourcing is currently a consideration.⁴ Even if you're outside a local growing region, you can promote menu words such as "sustainable," or "organic," which appeal to your savvy diners.⁵

Unlock the power of pecans and connect student, faculty and staff diners to a world of creative culinary possibilities today.



5 Reasons to Crack Open Powerful Pecans in Your Dining Hall

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. Premium Appeal

Most pecan lovers will pay more for their favorite nut on menus.⁸ In fact, consumers are willing to pay an average of \$0.60 and up to \$1.41 more⁹, as they perceive menu dishes as "higher quality" and "trendier" with pecans.¹⁰

3. 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.

4. Flavor Versatility

75% of consumers think pecans go well with other ingredients and flavors.¹¹ Chefs can complement trending "fusion flavors" with pecans' sweet taste in new recipes and seasonal specials.

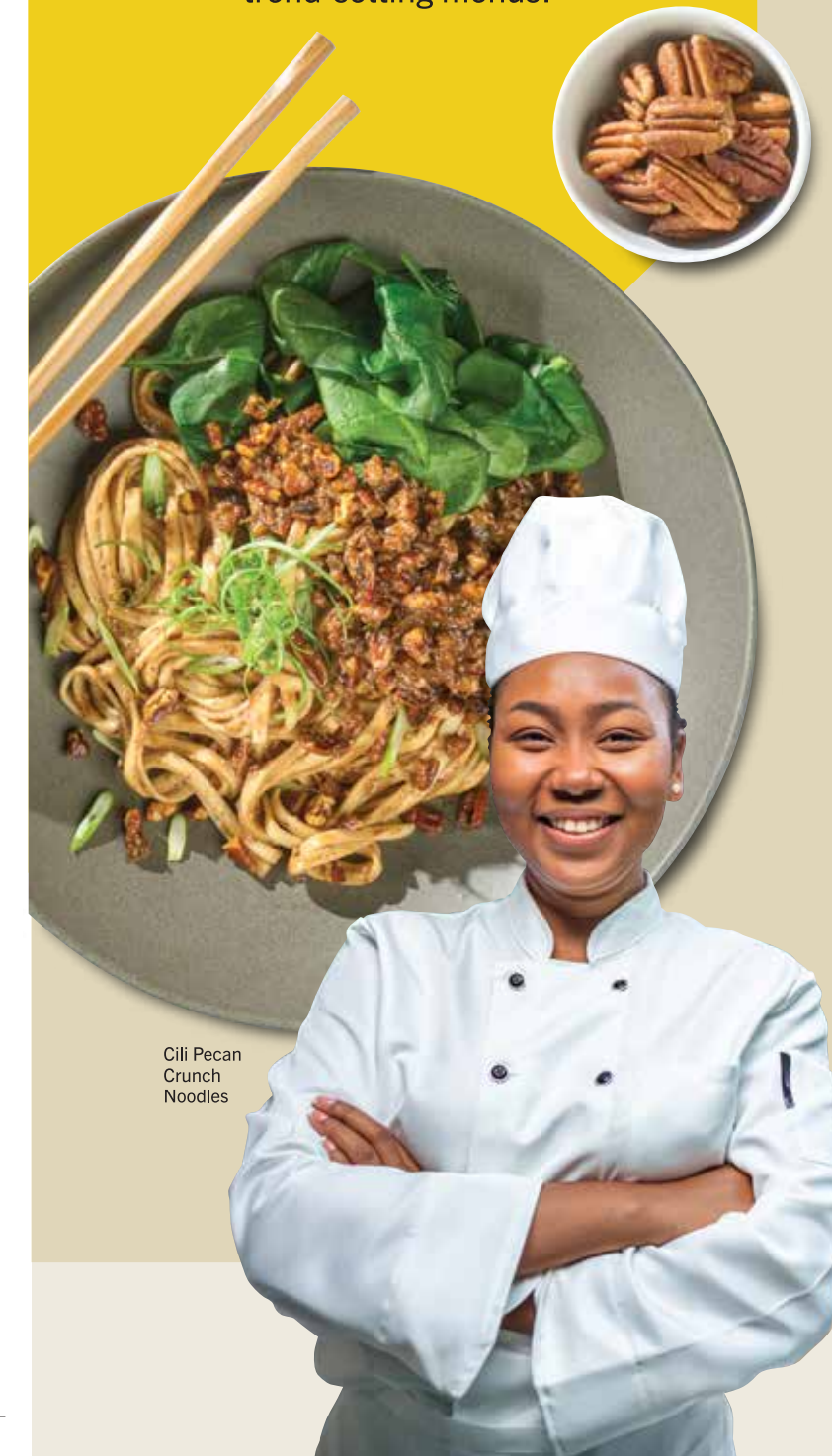
5. Texture Potential

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

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.

1 <https://www.getflavor.com/gen-z-ready-for-the-world/>
2 Datassential. Custom Research fielded November 2022, an online survey of 1,500 consumers representing the general population.
3 <https://www.getflavor.com/gen-z-ready-for-the-world/>
4,5 <https://www.foodservicedirector.com/menu-trends/keeping-up-with-the-cool-kids-101-serving-and-setting-food-trends-and-new-tastes>
6,7,11 Datassential. Custom Research fielded November 2022, an online survey of 1,500 consumers representing the general population.
8 Mintel. Global New Product Database (GNPD), 2022.
9, 10 APPB Pecan Incrementality Study, Halverson, IO, January 2025.



Cili Pecan
Crunch
Noodles

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