

POWERFUL PECANS

A Palate of Possibilities for Business & Industry Operators

How do you meet the culinary needs of an increasingly hybrid workforce? Start with trend-forward and incredibly versatile pecans as a key ingredient to bring back corporate diners, again and again.



Why Pecans Can Help Entice a Busy Workforce

- 90% of consumers are interested in items with pecans.¹**
Creating audience demand is critical. Pecans deliver proven purchase intent for breakfast items, lunch menus, and snacking, too.
- 80% of consumers look forward to new food and beverage trends in 2025.²**
Pecans stand out in sweet, spicy, smoky, salty, and savory flavor profiles. Perfect for capitalizing on the latest culinary obsessions.
- 30% of consumers want higher quality food items.³**
Pecans offer superfood nutrition for diners who seek healthier menu choices.

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



5 Reasons to Crack Open Powerful Pecans in Your Workplace Dining Facility

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.⁴ And 64% say they will choose pecans more often since they fit into plant-based and keto-eating plans.⁵

2. Flavor Versatility

75% of consumers think pecans go well with other ingredients and flavors.⁶ 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

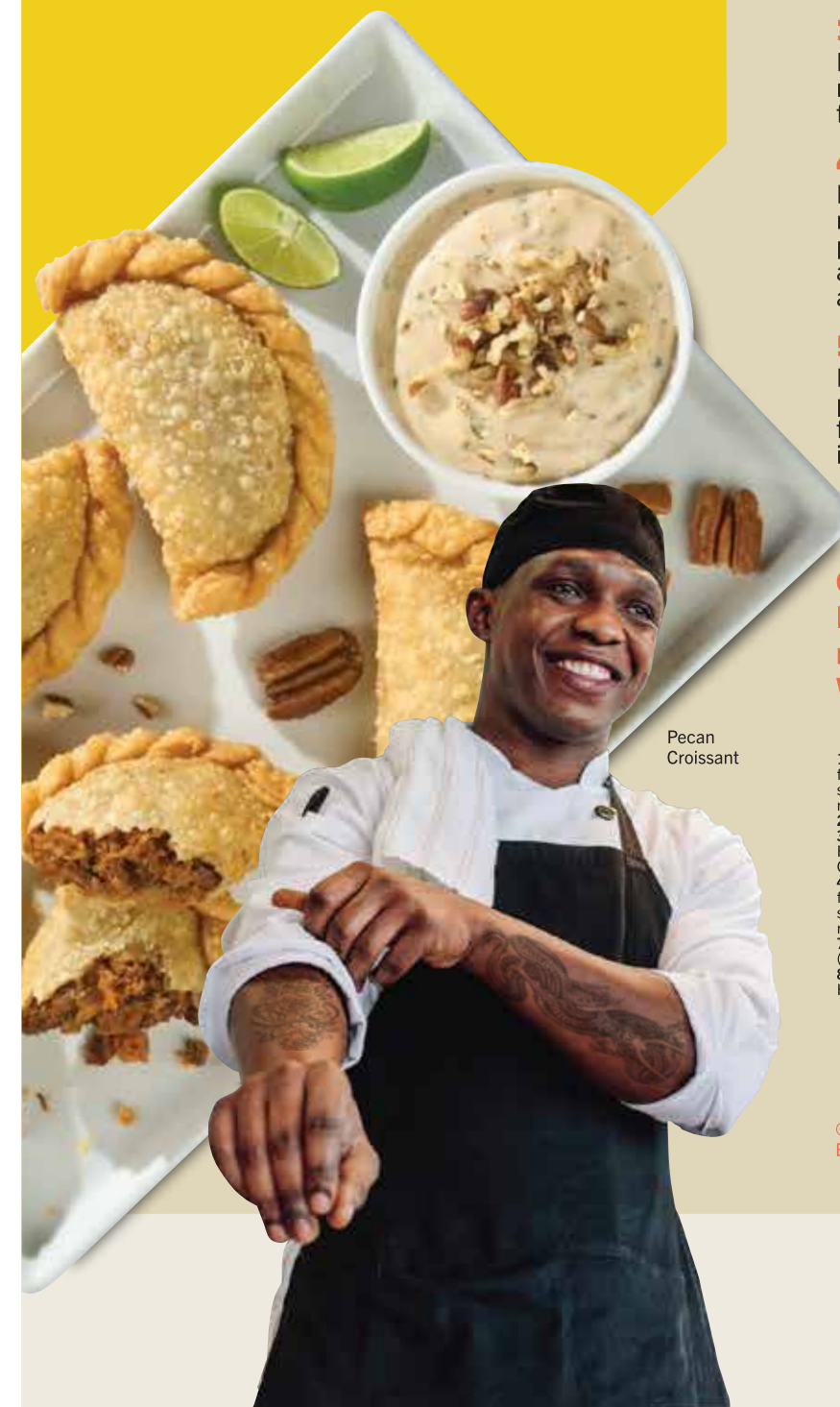
Most pecan lovers will pay more for their favorite nut on menus.⁷ In fact, consumers are willing to pay an average of \$0.60 and up to \$1.41 more⁸, as they perceive menu dishes as “higher quality” and “trendier” with pecans.⁹

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
Croissant



1 Dataessential. Custom Research fielded November 2022, an online survey of 1,500 consumers representing the general population.
2 Dataessential. Food Trends, 2024.
3 Dataessential. “Business and Industry Foodservice: Opportunity and Obstacles.”
4,5,6 Dataessential. Custom Research fielded November 2022, an online survey of 1,500 consumers representing the general population.
7 Mintel. Global New Product Database (GNPD), 2022.
8,9 APPB Pecan Incrementality Study, HalversonJO, January 2025.

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