

RETAIL RD PECAN GUIDE

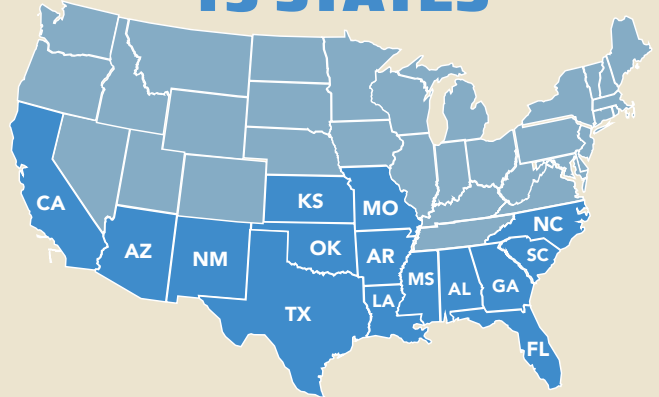


PECANS: AMERICA'S NATIVE NUT

Pecans are North America's only native tree nut, naturally thriving in river valleys and nourishing communities for over 8,000 years.

Originally relied on by Indigenous peoples — who even made pecan milk — pecans have deep roots in American culture and cuisine, from traditional uses to New Orleans' iconic pralines. Today, pecans are grown in 15 U.S. states, supporting local farmers and delivering rich nutrition year-round.

PECANS ARE GROWN IN 15 STATES



DELICIOUS KERNELS OF GOODNESS

Pecans are a complex whole food packed with multiple **health-promoting nutrients and bioactive compounds.**

PHYTONUTRIENTS

10 mg of flavonoids
36 mg of plant sterols

PLANT PROTEIN

3 grams of plant-based protein

UNSATURATED FAT

18 grams of monounsaturated fat, including oleic acid (only 2 grams of saturated fat)

Source: USDA National Nutrient Database for Standard Reference



DIETARY FIBER

Good source of dietary fiber, 11% DV

ANTIOXIDANT VITAMINS

8 mcg of beta carotene, or provitamin A
7 mg gamma-tocopherols, a form of vitamin E

MINERALS

A trio of essential minerals:
60% DV manganese,
40% DV copper and 10% DV zinc

Serving size = 1 ounce or about 19 halves
DV = % Daily Value



A HEART-SMART FOOD

Pecans are a heart-healthy food certified by the American Heart Association's® Heart-Check Program. Only foods that meet specific nutrition requirements for sodium, fats, and beneficial nutrients can receive the Heart-Check Certification.

SEASONAL ACTIVATIONS FEATURING PECANS



SPRING

IN-STORE:

Show how to make creamy Pecan Milk and sample seasonal recipes like Pecan Milk & Vanilla Syrup Shaken Espresso or Green Apple Pecan Smoothie.



SNACKABLE | DIGITAL:

Launch a “*Power Up with Pecans*” Smoothie Challenge. Share smoothie recipes (e.g., Toasted Oat & Pecan Smoothie) and invite shoppers to post their creations with #PecanSmoothieChallenge.

DIGITAL:

Feature pecan milk customization tips (e.g., cinnamon, nutmeg, maple) and recipe inspiration with a Toasted Oat & Pecan Smoothie.



SUMMER



SNACKABLE | PR:

Pitch a segment on nutritious after-school snacks with pecans—highlight nutritional benefits of incorporating pecans into after-school snack routines to promote healthier growth and long-term wellness habits.

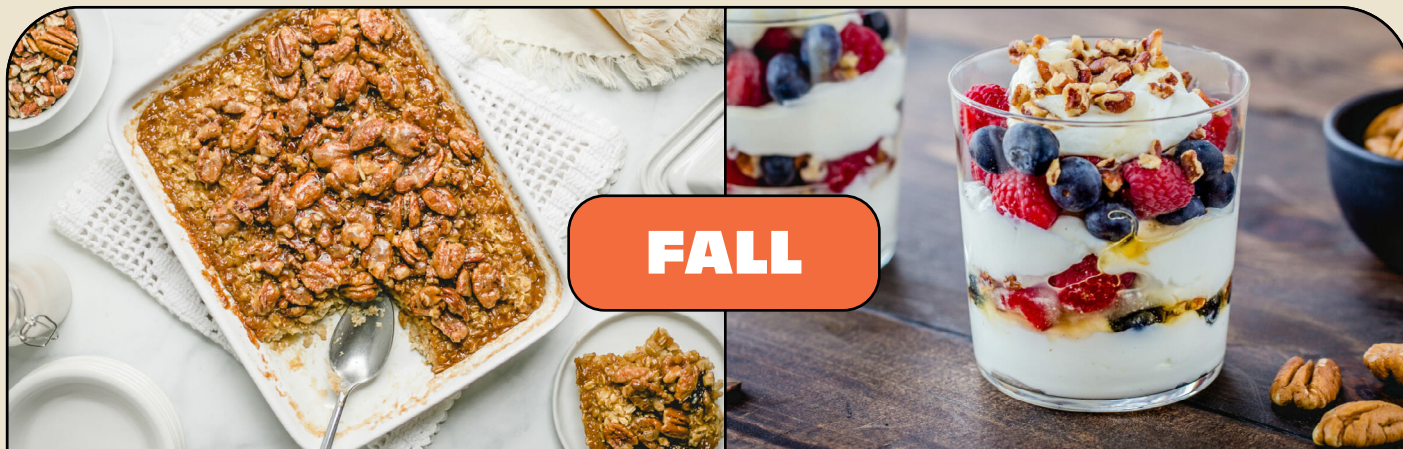
IN-STORE:

Host an in-store demo featuring creative plant-based burger ideas, including the Vegan Pecan Bean Burger. Partner with the prepared foods department to offer ready-to-grill burgers or pre-portioned ingredient kits!

DIGITAL:

Share plant-based burger recipes and DIY burger formulas with pecans.

SEASONAL ACTIVATIONS FEATURING PECANS



FALL

IN-STORE + DIGITAL:

For Better Breakfast Month (Sept), promote pecans as a topper for yogurt, oatmeal and smoothie bowls. Feature packages of fresh pecans in the yogurt and cereal aisle with easy recipe ideas.



SNACKABLE | IN-STORE:

Celebrate the Fall harvest with pecans – North America’s native nut that pairs perfectly with seasonal ingredients and flavors. Demonstrate an easy snack mix: popcorn, pecans, dried cranberries and seeds.

IN-STORE + DIGITAL:

For Alzheimer’s Awareness Month (Nov), promote the MIND Diet with brain-boosting recipes featuring pecans and mindful eating tips.



WINTER



SNACKABLE | IN-STORE:

Host a “Cozy Up with Pecans” tasting featuring warm snack recipes like Warm Pecan Snack Mix with Rosemary. Share recipe cards and bundle ingredients for easy purchase.

DIGITAL + PR:

Launch a “Beyond the Pie” recipe contest with non-pie pecan dishes. Feature winning recipes online and pitch a local TV segment spotlighting the contest winners and showcasing creative ways to use pecans beyond dessert.

IN-STORE:

Help your shoppers prep for the busy holiday season by setting up an aisle endcap, complete with packages of fresh pecans and pecan-inspired holiday recipes.

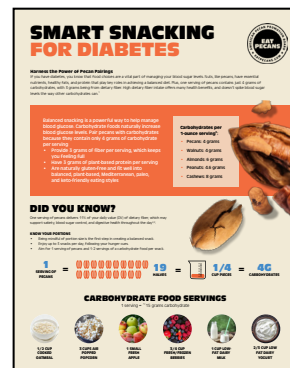
PECAN HEALTH HUB

Discover the powerful health benefits of pecans!

Explore our curated collection of nutrition resources, fact sheets, and tips for incorporating this nutrient-packed nut into any lifestyle.



Check out our [Health & Nutrition page](#) and browse our [Fact Sheets and Handouts](#).



AMERICAN HEART ASSOCIATION HEART-CHECK CERTIFIED RECIPE

ROASTED RED PEPPER PECAN DIP

A simple quick make-ahead appetizer that's both nutritious and flavorful. Serve it with crackers or spread it on top of toasted bread slices with additional toasted pecans for an easy appetizer.

By The American Pecan Promotion Board

YIELD: 32 Servings | **PREP TIME:** 5 mins



Ingredients

- 1 cup toasted pecan pieces
- 1/2 cup crumbled reduced-fat Feta cheese
- 1/2 cup roasted red pepper (about 1 whole jarred pepper)
- 1 clove garlic, roughly chopped
- 1/4 teaspoon Worcestershire sauce
- 1/4 teaspoon smoked paprika Salt and pepper, to taste

Preparation

1. Add the pecans to the bowl of a food processor. Pulse a few times to break up the pecans. Add the remaining ingredients and pulse until the mixture is smooth. Season with salt and pepper to taste.
2. Transfer to an airtight container and store in the refrigerator until ready to serve. The mixture will stay fresh for up to 5 days.

NUTRITION FACTS PER SERVING (1 tablespoon): Calories: 30 | Fat: 3g | Saturated Fat: 0.5g | Sodium: 50mg | Carbs: 1g



GET IN TOUCH

The team at the American Pecan Promotion Board would love to partner with you to help showcase the delicious flavor and nutritional profile of pecans with your shoppers. Feel free to reach out for additional resources or to discuss ideas at industry@eatpecans.com

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