



Cottage Cheese Promotion

**Promotional Period:
February 18 - April 28, 2019**



In support of increasing Hiland Dairy Cottage Cheese sales, we will have a consumer promotion February 18 through April 28. This promotion will expand upon our August 2018 promotion and will include social media, digital media, broadcast radio and television, and a consumer giveaway. We will be focusing on reimagining cottage cheese by showcasing fun and unique ways to incorporate it into your diet. The campaign landing page will include an entry point for our giveaway, which will include the below items:

- Blender
- Mixing Bowls
- Measuring Cups and Spoons
- Product Coupons



HilandDairy.com/Cottage-Cheese

[#HilandDairyCottageCheese](https://www.instagram.com/HilandDairyCottageCheese)