

# Sweet and Savory Summer with Hiland



Promotional Period:  
July 1–August 31, 2021

Summer is the season of sweet treats, party snacks, and everyone’s favorite goodies from the grill. Laura of Lolo Home Kitchen has created six fun summer recipes using a variety of Hiland products that are sure to tempt your family and friends.

We’ll be releasing a new recipe every week on the campaign landing page, laid out in beautifully branded recipe cards that are easily printable. Consumers will be able to enter to win a Blackstone 4-Burner 36” Griddle Cooking Station, plus a Hiland Dairy swag bag! We will have several opportunities to win coupons and Hiland summer cookout gear via social media.

[HilandDairy.com/Summer](https://HilandDairy.com/Summer)





## Marketing Support

- Social Media Ads, Cover Photos and Strategy
- :30 & :15 Radio
- Consumer Emails
- Homepage Feature
- Point-of-sale available for order (clings/danglers)



Have a store that wants to get involved? We can provide customized point-of-sale materials.

Weekly Fresh Summer Recipes from Hiland Dairy  
Plus, enter for a chance to win a Blackstone Griddle!

## Questions?

Call Kelly or Kathy at Envoy | 402.558.0637

## See for Yourself

Visit the landing page for more details:  
[HilandDairy.com/Summer](http://HilandDairy.com/Summer)

