

2019 Marketing Calendar



Locally Made. Naturally Delicious.™

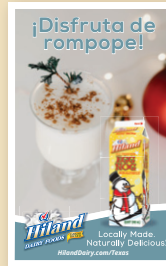
October - November: DIY/DIFM Holiday Promotion



December: Hiland Holiday Memories



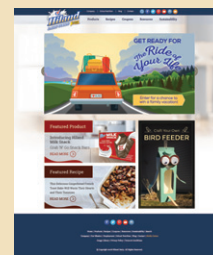
December: La Michoacana and Hispanic efforts kick off in Texas



January - April: Cottage Cheese Is Cool



May - July: Ride of Your Life - The Adventure Continues



August: Back to School Email Track



Ongoing Projects



Memory Lane:
January-October
Feature Flavors



2020 Olympics
"Next Olympic Hopeful"



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