

MARKETING MATERIALS



Hiland
DAIRY FOODS FARMER OWNED

Locally Made.
Naturally Delicious.™

HilandDairy.com

Hiland
DAIRY FOODS FARMER OWNED

Locally Made.
Naturally Delicious.™

SALES FOLDER

FRESH DAIRY
Since 1938

Hiland
DAIRY FOODS FARMER OWNED

Product Offerings

Farmer-owned.
Future-focused.
Driven by care and quality.

Our mission is to be better than we have to be. We keep that focus through in the quality of our products. When you choose to partner with Hiland Dairy Foods, you are choosing to do business with the hundreds of local farmer owners who supply Hiland's fresh, wholesome milk. You are partnering with thousands of local employees producing and delivering our delicious products. And, you are choosing delicious dairy products made locally with high-quality Hiland Dairy Milk. Hiland strives to keep the same high standards as we prepare for the future.

Corporate Headquarters
1133 East Kinross • Springfield, MO 65803 • (417) 862-9311

HilandDairy.com

PRODUCT BINDER

Farmer-owned.
Future-focused.
Driven by care and quality.

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BROCHURE FOLDER

**SUSTAINABILITY
POSTER
24" X 36"**



One serving of milk contains many of the essential nutrients your body needs, including:

CALCIUM



Helps build and maintain strong bones and teeth.

25%
DAILY VALUE

PROTEIN



Helps build and repair tissue. Helps maintain a healthy immune system.

16%
DAILY VALUE

VITAMIN D



Helps build and maintain strong bones and teeth. Helps maintain a healthy immune system.

15%
DAILY VALUE

PHOSPHORUS



Helps build and maintain strong bones and teeth, supports tissue growth.

20%
DAILY VALUE

VITAMIN A



Helps keep skin and eyes healthy; helps promote growth. Helps maintain a healthy immune system.

15%
DAILY VALUE

RIBOFLAVIN



Helps your body use carbohydrates, fats and protein for fuel.

30%
DAILY VALUE

VITAMIN B12



Helps with normal blood function, helps keep the nervous system healthy.

50%
DAILY VALUE

PANTOTHENIC ACID



Helps your body use carbohydrates, fats and protein for fuel.

20%
DAILY VALUE

NIACIN



Used in energy metabolism in the body.

15%
DAILY VALUE

ZINC



Helps maintain a healthy immune system, helps support normal growth and development and helps maintain healthy skin.

10%
DAILY VALUE

SELENIUM



Helps maintain a healthy immune system, helps regulate metabolism and helps protect healthy cells from damage.

10%
DAILY VALUE

IODINE



Necessary for proper bone and brain development during pregnancy and infancy; linked to cognitive function in childhood.

60%
DAILY VALUE

The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



Source: USDA FoodData Central online at <https://fdc.nal.usda.gov/>. Values calculated from database entries across all fat levels of plain whole 3.25% fluid milk. All values are approximate and based on 100% fat-free milk.
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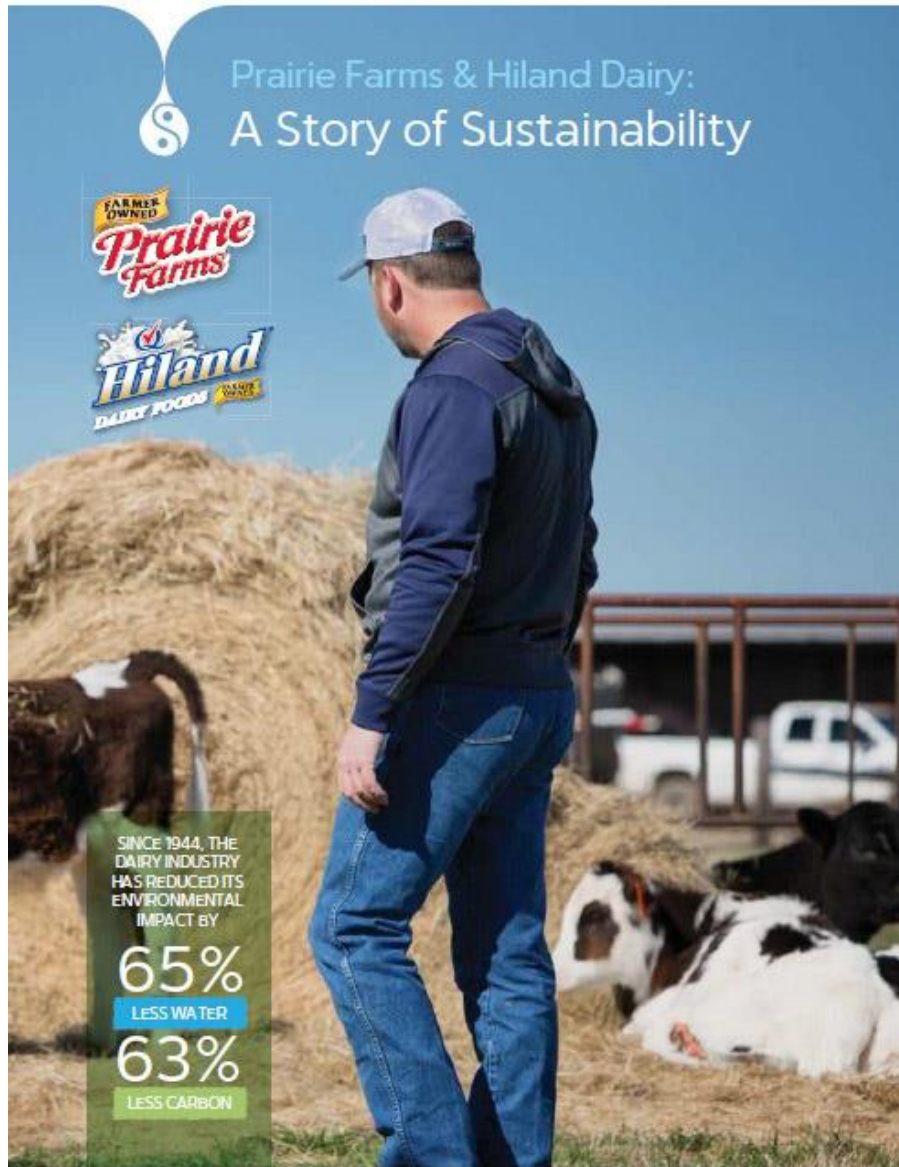
Make Mornings a Little *Sweeter*



Locally Made. Naturally Delicious.™

COFFEE CREAMER CLING

MARKETING MATERIALS



SUSTAINABILITY FOLDER

H. R. MATERIALS



NOW HIRING DRIVERS POSTCARD

H. R. MATERIALS



We're Hiring!




Apply now for competitive pay and great benefits with a stable company!

HilandDairy.com/Careers

WE'RE HIRING BIZ CARDS


 Locally Made.
 Naturally Delicious.™




OUR MISSION
 Hiland will continually strive to provide high-quality products that our customers desire at a competitive price. This goal will be accomplished by the following:

BEING BETTER THAN WE HAVE TO BE.
 Setting high standards in performance and quality control and meeting or exceeding those marks. Never settling for less than the very best we can offer.



DOING WHAT IS RIGHT.
 Treating our greatest asset, our people, with dignity and respect. Attracting and retaining high-quality people by providing a competitive compensation package and continually training and upgrading the skills of our people.

PROVIDE A REASONABLE RETURN TO OUR OWNERS
 We provide a reasonable return to our owners by keeping pace with the market in all areas of our business.



HilandDairy.com

WORKING AT HILAND DAIRY

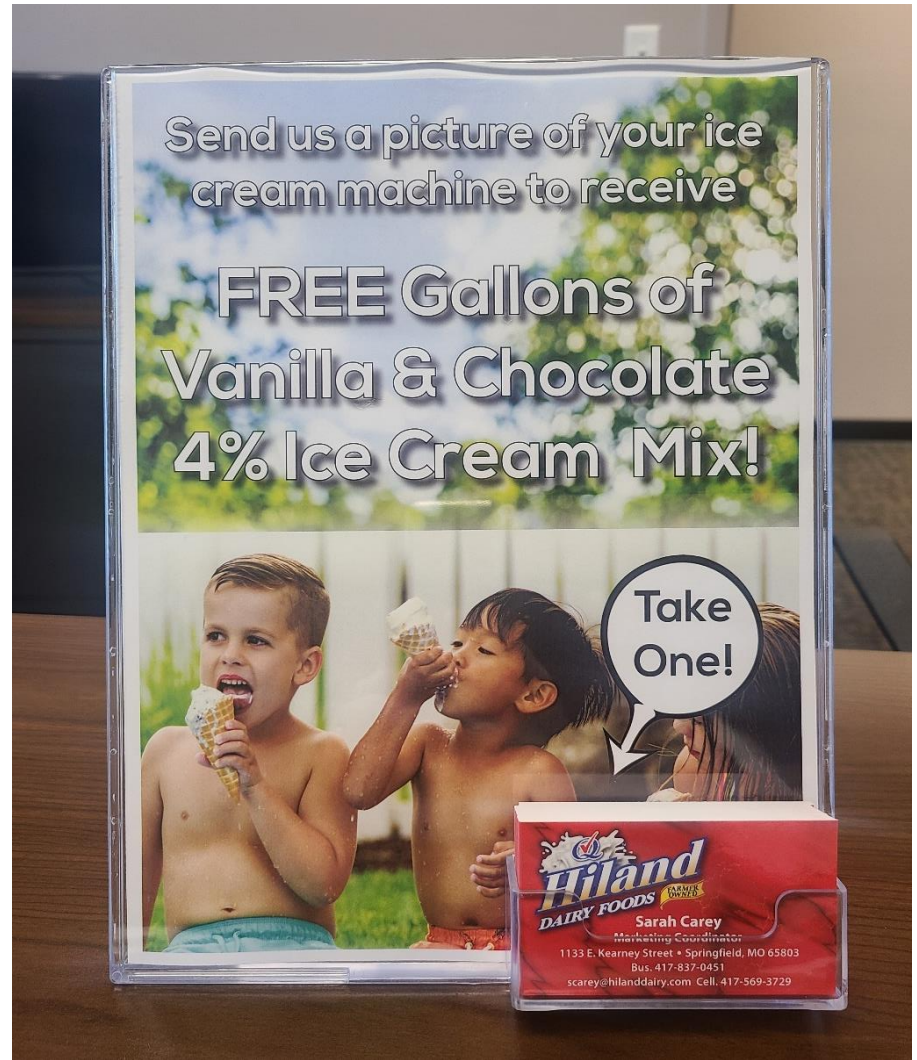



EMPLOYMENT TRI-FOLD BROCHURE

EVENT MATERIALS – TABLE TOP SIGN LETTER HOLDERS



SIGN HOLDER - LETTER SIZE



BIZ CARD + SIGN HOLDER LETTER SIZE

EVENT MATERIALS – FLOOR BANNERS

Driven by
Care and
Quality.



Hiland
DAIRY FOODS FARMER OWNED

Locally Made.
Naturally Delicious.™

**DRIVEN BY CARE
(CAN REQUEST)**

Sustainable
Thinking.



Hiland
DAIRY FOODS FARMER OWNED

Locally Made.
Naturally Delicious.™

**SUSTAINABLE COW
(CAN REQUEST)**

More
Than Milk.



Hiland
DAIRY FOODS FARMER OWNED

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Naturally Delicious.™

MORE THAN MILK

EVENT MATERIALS – FLOOR BANNERS

FRESH CHOICES
FOR SCHOOL LUNCH

Hiland
DAIRY FOODS
FARMER OWNED

Locally Made.
Naturally Delicious.™

This floor banner features a young boy in a grey hoodie holding a glass of milkshake. The top text reads 'FRESH CHOICES FOR SCHOOL LUNCH'. The bottom section has a blue background with the Hiland Dairy Foods logo and a row of four small product boxes: 1% Lowfat Milk, Chocolate Milk, Strawberry Milk, and 100% Pure Apple Juice.

FRESH CHOICES

FULL
of Nutrients
They Need

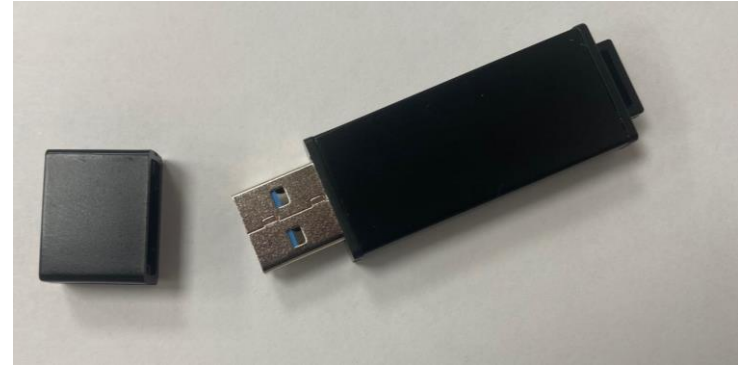
Hiland
DAIRY FOODS
FARMER OWNED

Locally Made.
Naturally Delicious.™

This floor banner features a young girl with a backpack walking towards the camera. The top text reads 'FULL of Nutrients They Need'. The bottom section has a blue background with the Hiland Dairy Foods logo and a row of four small product boxes: 1% Lowfat Milk, Chocolate Milk, Strawberry Milk, and 100% Pure Apple Juice.

FULL OF NUTRIENTS

EVENT VIDEO ON USB DRIVE



EVENT MATERIALS – TABLE BANNERS

Farmer Owned.
Future Focused.




Hiland
DAIRY FOODS




Locally Made.
Naturally Delicious.™

**FARMER OWNED
(CAN REQUEST)**

Whatever
You Drink,
Choose
Hiland.



Hiland
DAIRY FOODS



Locally Made.
Naturally Delicious.™

SCHOOL BOY

Whatever
You Drink,
Choose Hiland.



Hiland
DAIRY FOODS




Locally Made.
Naturally Delicious.™

SCHOOL GIRL

Whatever
You Make,
Choose
Hiland.



Hiland
DAIRY FOODS



Locally Made.
Naturally Delicious.™

WHATEVER...

EVENT MATERIALS – TABLE THROW (CAN REQUEST)

DRAPE AREA	BACK	DRAPE AREA
LEFT	TOP	RIGHT
 <p>Locally Made. Naturally Delicious.™</p>		DRAPE AREA

Table Throws:
8ft Full Table Throw
 Total Graphic Area: 150.5" w X 84" h
 Front Visual Area: 90" w X 21.5" h (approx.)

DO NOT design any critical elements (text, logos, etc.) within 2" of the edge (croppers will be here applied on all edges)

This template is designed for a standard 8ft table (90" w X 96" w X 30" h)

General Art Guidelines:

- CMYK Color Mode
- All Solid Coated Pantone colors should be called out on the art as spot colors
- Embed all images and support files
- Resolution must be 100-120 dpi
- All fonts must be created to outlines
- Do not scale artwork
- Background color/images must bleed to the edge of artwork
- Do not use spot colors from template to your artwork, as they will not print

trim/heat sealed line

EVENT MATERIALS – 6' STRETCH TABLE THROW



Table Throws:

6ft Stretch Throw

Total Graphic Area: 166" w X 101" h (separated)
 Front Visual Area: 47" w X 18" h (separated)

DO NOT design any critical elements (text, signs, etc.) within 2" of the edge.
 The graphic will be fit to form of standard 6ft table. It is recommended to keep logos on front, back or top of table. Graphics/logo on the sides may be distorted when fitted to table.

This template is designed for a standard 6ft table (60" x 72" w X 30" h).

General Art Guidelines:

- CMYK Color Mode
- All Solid Colored Functions (text or shape) to be called out in the art as spot colors
- Embed all images and support files
- Resolution must be 100-120 ppi
- All fonts must be outlined to outline
- Do not scale artwork
- All graphics and images must bleed to the edge of artwork
- Do not use text colors from templates to be printed on the table artwork

trim line
bleed

trim/heat sealed line
bleed



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EVENT MATERIALS – 10' X 10' TENT WITH SPLASH LOGO & TAG LINE (CAN REQUEST)



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2023 MARKETING MATERIALS ORDER FORM

MARKETING MATERIALS:

	CURRENT INV.	ORDER REQUEST
SALES FOLDER	704	_____
BROCHURE FOLDER	1,680	_____
PRODUCT BINDER	87	_____
SUSTAINABILITY FOLDER	206	_____

H. R. MATERIALS:

HIRING DRIVERS POSTCARD	1,250	_____
WE'RE HIRING BIZ CARD	900	_____
EMPLOYMENT TRI-FOLD	2,000	_____

EVENT MATERIALS:

SIGN HOLDER	2	_____
SIGN HOLDER + BIZ CARD	6	_____

DRIVEN BY CARE FL. BANNER	\$430 + SHIPPING
SUSTAINABLE FLOOR BANNER	\$430 + SHIPPING
FRESH CHOICES FLOOR BANNER	\$430 + SHIPPING
FULL OF NUTRIENTS FLOOR BANNER	\$430 + SHIPPING
MORE THAN MILK FLOOR BANNER	\$430 + SHIPPING
FARMER OWNED TABLE BANNER	\$150 + SHIPPING
SCHOOL BOY TABLE BANNER	\$150 + SHIPPING
SCHOOL GIRL TABLE BANNER	\$150 + SHIPPING
WHATEVER... TABLE BANNER	\$150 + SHIPPING
6' TABLE THROW	\$170 + SHIPPING
6' STRETCH TABLE COVER	\$325 + SHIPPING
10' X 10' TENT	\$940 + SHIPPING
EVENT VIDEO ON USB DRIVE	\$17

DANGLER



CLING



RDT CONTINUOUS SHELF STRIPS IN BOX

SHELF STRIP



NEW ITEM!



3"



3"



Locally Made. Naturally Delicious.™

12"



Locally Made. Naturally Delicious.™

6"

VARIOUS SIZES SHELF STRIPS



ICE CREAM FLAVORS SHELF STRIPS



DANGLERS



CLINGS





Expect Perfection.

Fresh-Brewed in MISSOURI



Fresh-Brewed in MISSOURI



perfectsnoteasy.com

RED DIAMOND TEA P. O. S.

FRESH BREWED IN MISSOURI



FRESH BREWED IN MISSOURI



NEW LOOK

STILL YOUR FAVORITE TEA!



NEW LOOK

STILL YOUR FAVORITE TEA!



THE PERFECT SIP DOES EXIST

FRESH BREWED FROM ACTUAL TEA LEAVES



NEW LOOK

STILL YOUR
FAVORITE
TEA!



NEW LOOK

STILL YOUR
FAVORITE
TEA!



NEW LOOK!

STILL YOUR
FAVORITE
TEA



2023 P.O.S. MARKETING MATERIALS ORDER FORM

<u>LEMONADE:</u>	CURRENT INV.	ORDER REQUEST
DANGLERS	1,500	_____
CLINGS	1,600	_____
SHELF STRIPS	1,300	_____

<u>SHELF STRIPS:</u>		
12" SHELF STRIP	200	_____
6" SHELF STRIP	1,000	_____
3" SHELF STRIP	150	_____
3" NEW ITEM	300	_____
ICE CREAM FLAVORS 4"	20 SETS	_____

<u>DANGLERS:</u>		
SOUR CREAM POUCH	1,100	_____
WORLD DAIRY EXPO 2021	350	_____
NEW ITEM	3,700	_____
LOCALLY MADE...	1,000	_____

<u>CLINGS:</u>		
COFFEE CREAMER	900	_____
POUCH SOUR CREAM	400	_____
PROUDLY SERVE OVAL	160	_____
FEATURED ITEM	1,000	_____

<u>RED DIAMOND TEA:</u>		
FRESH BREW MO 6"	300	_____
CONTINUOUS SHELF STRIP	10 BOXES	_____
RDT MO CLING	100	_____
RDT CLING BUNKER SIGNS	100	_____