

October
2020
Sales Team
Communications



TheHilandSalesHome.com

QCS 2020 Leadership Conference



News Release

Congratulations
to the Little Rock
Team!

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FOR IMMEDIATE RELEASE

Quality Chekd Names Hiland Dairy Foods Company of Little Rock, Arkansas, 2020 Winner of Prestigious Irving B. Weber Award

The Hiland Dairy plant earned high honors including the Weber Award, Plant Excellence Award for best milk processing, and the orange juice competition.

CHICAGO, Illinois, Oct. 22, 2020 — Quality Chekd Dairies, Inc., a member-owned organization providing dairy processors with business improvement and production quality services, is pleased to announce this year's recipient of the Irving B. Weber Distinguished Award for Quality Excellence is Hiland Dairy Foods Company of Little Rock, Arkansas. Recognized as the highest honor for overall quality throughout the Quality Chekd organization, the recognition distinguishes Hiland Dairy's commitment to quality excellence in the categories of leadership, culture, production, sustainability and business ethics. The award was presented during a Virtual Awards Celebration on Oct. 15, 2020.

The Little Rock operation is the oldest continuously operating dairy west of the Mississippi and managed by the legacy Coleman Dairy. Hiland Dairy won the Weber Award after a thorough scoring process that included more than 40 other Quality Chekd member operations. The plant is not new to the Irving B. Weber Award, winning in 2018. They demonstrated excellence in several areas to earn the 2020 award, including completing a significant refrigeration upgrade that enables them to cool raw milk to 33 degrees, practicing stricter environmental practices, cross-training employees and management, and creating a culture change in how they operate the plant. As a result of their continuous improvement efforts, their current pass rate for fluid milk is 88% at 30 days of code and their overall quality score is an impressive 99.3%.

"Our success can be contributed to our 250 employees," said Mike Flagg, general manager of Hiland Dairy Little Rock. "Our mantra, 'We Keep Score,' means each employee is vested in the performance of the business and desire to continually improve."

Hiland Dairy's Little Rock operation was also awarded the Production Excellence Award for the best milk processing plant among all Quality Chekd Member Organizations and won the orange juice competition for the second straight year.

The three-day QCS Leadership Conference is an annual event hosted by Quality Chekd Dairies and QCS Purchasing. The conference provides a forum where food and beverage manufacturers and suppliers from throughout the United States and South America learn new information, ideas, and strategies to remain competitive in the CPG (consumer packaged goods) industry.

This year's conference theme focused on connection, communication, and collaboration, addressing the challenges the member-owners have in the face of the COVID-19 pandemic and providing the QCS



QCS 2020 Leadership Conference



News Release

Purchasing organization's member-owners and supply partners a virtual platform to collaboratively address these complexities.

About Quality Chekd Dairies, Inc.

Quality Chekd works on behalf of dairy processors by providing them with services to improve business success, and provide consumers with safe, delicious dairy products. Food safety is first, and Quality Chekd has established quality assurance (QA) measures and evaluations, laboratory resources, and employee training and planning include and surpass government regulations. Members have access to human resources tools, marketing trends and information, and purchasing opportunities to maintain costs. All of these services are part of the Quality Chekd trademark, which signifies product excellence. For more information about the Quality Chekd organization or membership, please visit QChekd.com.

About QCS Purchasing, LLC

QCS Purchasing, LLC, is a member-owned, not-for-profit buying group for companies engaged in food and beverage production. By aggregating purchases of common supplies, QCS Purchasing provides members with access to high-quality goods and services at the lowest possible total cost. Established in 2005, the number of purchases QCS Purchasing manages has increased each year of its existence. More than 150 national supplier-partners provide solutions to a wide variety of categories. For more information about the QCS Purchasing organization or membership, please visit QCSPurchasing.com.

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BONE BUILDING CALCIUM



Chocolate Milk: The Official Drink of Halloween

Promotional Period: **October 2020**

Our \$5,000 MilkPEP influencer partnership with Kasim Hardaway is well underway and we're so happy with the engagement we've received so far. This is an organic promotion from our end (meaning we have not placed any paid media), and just capitalizing on Kasim's social following of over 40,000, we have over a 54% conversion rate currently. The power of influencers!

Results as of 10/19:

- Total Entries: **2,494**
- Unique Entries: **1,716**
- Email Signups: **1,374**
- Landing Page Visits: **4,608**



Kasim's Instagram: [@kasimjhardaway](#)
[HilandDairy.com/Halloween](#)
 #HilandHalloween





Bring Hiland Home for the Holidays

Promotional Period:
November-December 2020

The holiday season is upon us and we are partnering with Lolo's to create custom recipes using Hiland products that our consumers will love. Featured here is a yummy Shrimp Scampi dip recipe she created ahead of time for a holiday ad.

This promotion will showcase seven custom recipes covering everything from appetizers to dessert.

Our campaign landing page will feature recipes laid out in beautifully branded recipe cards that are easily printable, along with coupons for the Hiland products used in each recipe.

Consumers will be able to enter to win a year's worth of Hiland Dairy coupons via the landing page entry form. We will have several opportunities to win smaller prizes and Hiland swag via social media.

Order
danglers/headers/
clings from Madeline
by Oct 23!

HilandDairy.com/Holidays

#HilandHoliday

**Hiland**
DAIRY FOODS **FARMER OWNED**

Bring Hiland Home for the Holidays

Digital, Social and Traditional Marketing

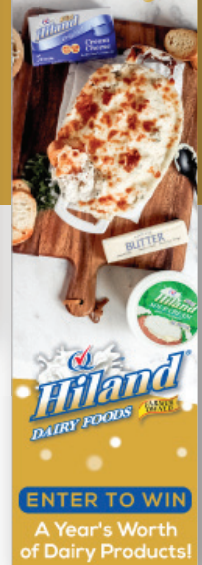
We reach consumers where they are by integrating digital display ads, pre-roll video, native content ads, and social media placements. Our influencer partners ensure our content is fresh and relatable.

Media Support

- Digital Ads
- Social Media Ads, Cover Photos and Strategy
- Streaming Audio
- Connected TV
- Pre-Roll Video
- Public Relations
- Consumer Emails



Bring Hiland Home for the Holidays



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

Questions?

Call Kelly or Kathy at Envoy | 402.558.0637

See for Yourself

Visit the landing page for more details:

HilandDairy.com/Holidays

Digital Couponing

We are streamlining our online couponing program with Qples. We plan to launch alongside our holiday campaign. This new system will allow for us to track and limit coupon prints, as well as gather a plethora of additional information about our consumers. We will have the ability to geotarget certain areas with certain products, ie: targeting around a certain store location. We can also include promotional content on the coupon page printouts. We're excited to implement this new system into our marketing efforts.



QPLESTM
COUPONS Reinvented

How it Works

- Build Your Offer**
With the easiest coupon/promotion builder in the world you can be ready to go in minutes!
- Pick Your Audience**
Launch to your audience or access the Qples network of over 10 million shoppers and counting!
- Track Your Insights**
Meet your new consumers through the Qples portal- enabling the only DFSI analytics in the market

Your Audience

No matter where you want your coupon to go, Qples has you covered

- Website
- Social Media
- Landing Pages
- E-Newsletters
- Media Banners
- Influencers

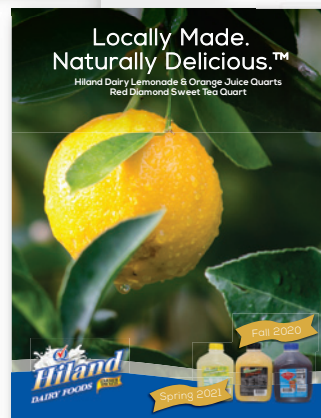
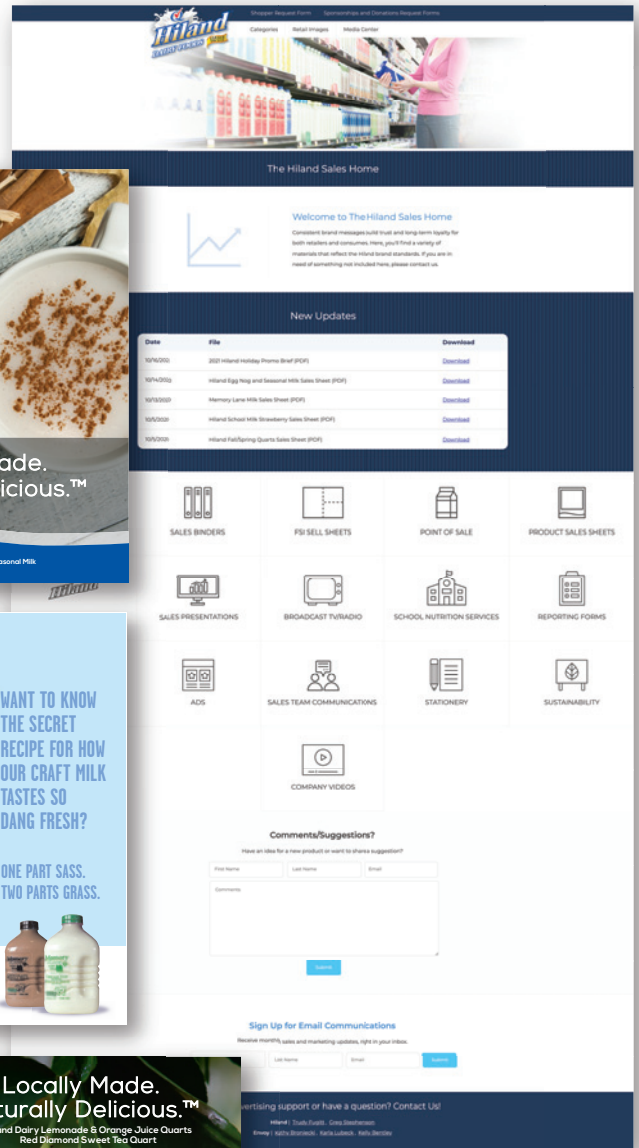


The Hiland Sales Home

Have you seen what's new on The Hiland Sales Home?

- Seasonal Milks/Egg Nogs Sales Sheet
- Memory Lane Sales Sheet
- Lemonade, Tea, OJ Squat Quart Sales Sheet
- 1% Lowfat Strawberry School Milk Sales Sheet
- New Product Danglers

We'll be adding a new section for "Industry Resources" which will include the latest webinars/info from sources like MilkPEP, DMI, etc. We are always open to feedback on how we can make the sales home better for all.



TheHilandSalesHome.com

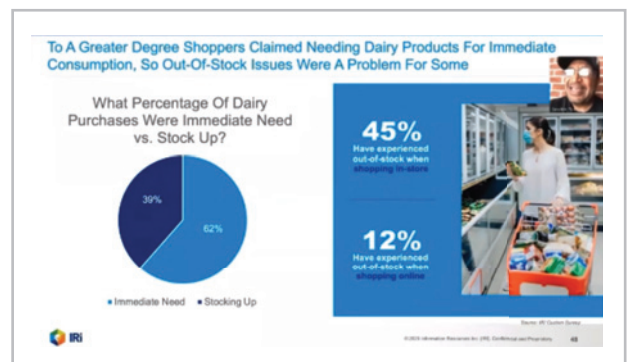
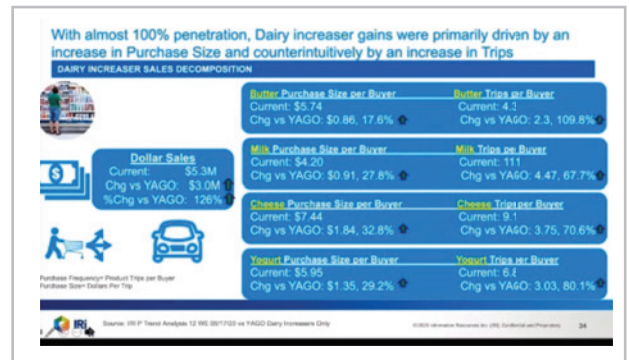


QCS 2020 Leadership Conference



A few takeaways from this year's conference:

- Peter Sheahan, the keynote speaker, talked about how crisis tends to accelerate new trends and that has clearly been the case as companies have transformed quickly through the pandemic to address new needs and new appetites
- Larry Levin from IRI shared a consumer view of COVID-19. Among the key points:
 - o Shoppers want to be in and out of a store in 25 minutes, it isn't a treasure-hunt like years past
 - o Shoppers are cutting back on non-essential purchases and have gone back to tried and true like more dairy and canned soup
 - o Multi-packs and buying in bulk are in demand
 - o Food is seen as a better medicine than medicine, but vitamins are in demand as we are taking charge of our health
 - o Out-of-stock has been an issue, especially with dairy



MilkPEP 2021 Calendar



mp													
2020-21 planning													
	2020				2021								
	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
TEAM AND AGENCY DEVELOPMENT	RFP and selection		Transition + challenger positioning		Research, strategy and insights Audiences and creative development			Launch 2021 got milk?				BTS	
CATEGORY AND CONSUMER MARKETING	#gotmilkchallenge - Maintain the Momentum				Build a Better Breakfast			New got milk? Olympic Program					
SHOPPER MARKETING	Hershey's Back to School Halloween, Test and Learn Holiday				Cereal Partner		New CPG and retail partners		Exploring Olympic partner opportunities		Olympic Partnership Back to School		
OMNICHANNEL INFRASTRUCTURE	Continuous tests and learning on consumer, shopper, digital and e-commerce				2021 digital ecosystem Strategy update			Integrated Omnichannel programming					
TRADE AND INDUSTRY	Develop MilkPEP value story Re-imagine MRA Develop Reclaim Milk Narrative approach				Develop new MilkPEP.org Re-launch MRA Launch milk narrative			Build industry website and digital ecosystem New member management system Continue to build MRA Continue milk narrative					



Sales Materials

Increased competition in your market? Let us know and we can help with in-store materials or social media promotions.

Hiland Chocolate Milk + Donuts = The Perfect Match



Madeline worked with Carl Shay out of Austin on this donut shop banner project. So fun, and another chance to put Hiland in front of consumers. Have an idea for a project like this? Let us know!



All Plants to Receive Quality First Banners

Madeline had a set of quality first banners sent to all plants. If you do not receive yours, please contact her.



Elastitags

Any orders or special requests should be directed to Madeline Liles.

Elastitags expire at the end of the year!"

2020 Elastitags	
Gallon Hiland Milk	
Inventory	50,000
Discount	0.55
Code	72060-21055
Offer	51997
Exp. Date	12/31/2020
Balance	500
24 oz. Cottage Cheese	
Inventory	25,000
Discount	0.5
Code	72060-71150
Offer	51998
Exp. Date	12/31/2020
Balance	0
16 oz. Sour Cream/Dip	
Inventory	25,000
Discount	0.5
Code	72060-73150
Offer	51999
Exp. Date	12/31/2020
Balance	4,225
Ice Cream/Frozen Yogurt	
Inventory	3,000
Discount	0.75
Code	72060-052041
Offer	
Exp. Date	12/31/2020
Balance	0



We're Here to Help

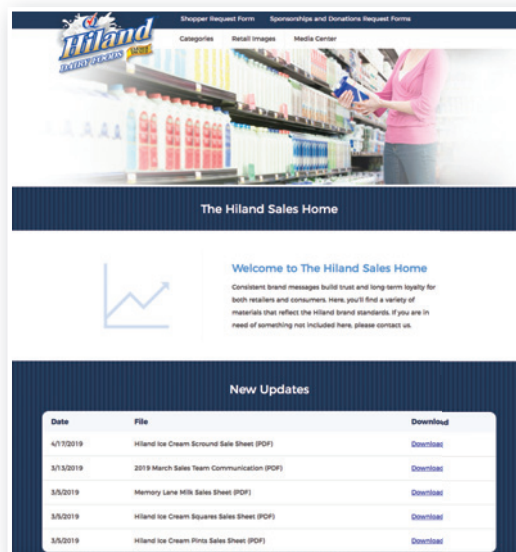
Need Marketing Assistance?

We can help with:

- Sponsorships/Race Ads
- Print Ads/Materials
- Grocer Partnerships and In-Store Materials
- Research and Consumer Feedback
- IRI
- Local Marketing Initiatives
- Design (from trailers to murals, you name it)
- Public Relations
- And more!

Have an upcoming event you want to promote? Let us know and we can share with our fans on social media or send an email to targeted zip codes.

Hiring? We can help attract qualified leads with targeted ads on social media driving to your job posting.



We've added a Comments/Suggestions form to thehilandsaleshome.com. You can use this to submit product suggestions, marketing ideas, general feedback, etc.

Need marketing materials or assistance? Give us a shout!

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