

August 2021 Sales Team Communications



We Salute Our
Hiland Heroes



TheHilandSalesHome.com



New and Seasonal Products Satisfy Our Customers

Hiland Releases Cream Cheese Spreads on August 23!

Snackers rejoice! Hiland Dairy has released six conveniently sized cream cheese spreads to satisfy all taste buds. Hiland Dairy's cream cheese is available in six varieties: original, strawberry, honey vanilla, salted caramel, onion & chive, and garden veggie. Made with farm-fresh milk and cream, the new Hiland Dairy Cream Cheese Spread comes in a just-right size of 3.5-ounce. At a suggested retail price point of 2 for \$4, households can buy all six to satisfy everyone.

Hiland's introduction of the conveniently sized cream cheese spreads comes as more meals are being prepared and eaten at home. Frequent snacking between meals and the rise in demand for cheese snacks also drives this new, flavorful snacking option.

Please let us know if you are needing in-store support materials!

*Chocolate Peanut Butter Milk, Pumpkin Spice Milk
and Halloween Nog In Stores on September 20*





Back to School

Health experts and educators believe having students return to school for full-time, in-person learning must be prioritized for academic well-being and children's psychological health. Getting proper nutrition at school shouldn't be on the list of things a parent or food service director should worry about. Hiland is there and ready to assist. We have shared social posts that are appearing from districts how you all have helped already!

Hiland's evergreen Back-to-School email series is being promoted this month as well. Consumers are able to sign up for helpful back to school tips and coupons.

Our Dairy Diva has also provided some [fun crafts to make with upcycled cartons!](#)

Please let us know if you are needing any materials, school posters, or if you have an update we can share on social media.



A third grader at Northview Elementary puts food on a lunch tray on Jan. 8, 2020. The Manhattan-Ogden school district is "scrambling" to find new food vendors because Sysco, its main supplier, canceled its contract with the district.
Staff photo by Nickolas Ostley

USD 383 seeking new food vendors after main supplier cancels contract

https://www.themercury.com/news/usd-383-seeking-new-food-vendors-after-main-supplier-cancels-contract/article_c0d7036-1148-50a0-98ba-440131712763.html
By Denise Johnson@themercury.com August 19, 2021

Manhattan-Ogden school district officials are "scrambling" to find new food service vendors after their main supplier suddenly canceled its contract with the district.

USD 383 superintendent Marvin Wade and assistant superintendent Eric Reid on Wednesday informed board members of the "curve ball we've been pitched." Wholesale food distributor Sysco, which supplies many larger Kansas school districts and 80% of USD 383's food, canceled its contract with the district "just days before school started." Reid said child nutrition director Stephanie Smith "has been scrambling nonstop" to find new vendors to fill the void left by the canceled Sysco contract.

"We're going to find what we find," Reid said. "Our options may be limited based on what we can physically get."

Reid said Smith told him the shipment of food that arrived last Friday was only 80% of the district's usual order, and the shipment that was supposed to arrive this Monday did not come at all. Reid said the district may turn to more pre-packaged meals as a temporary solution while they find another vendor.

"We're going to scramble and do the very best we can to serve the best quality meals, but we need to figure out a way to get more food here," Reid said.

Reid told The Mercury that he estimates the district has roughly a week's worth of food on hand at any given time. The district uses a lot of fresh ingredients in its school meals, which get used more quickly than canned goods, and Reid said there's "a big difference between a pallet of beans and eight cases of beans when you're feeding kids."

"What we serve might be what we can get our hands on," Reid said.

Smith told The Mercury that last week she received "just short of 3,000 cases of food," ranging anywhere from five to 50 pounds, for roughly 5-7 days worth of meals, with truckloads of food being delivered "almost daily."

"I do not feel that at this time we are in a scenario where we will run out of food, however some of the students' favorites we may not be able to source," Smith said. "In times like this you have to look for the silver lining, and maybe different menu items will end up as new student favorites."



Sweet and Savory Summer Consumer Contest Ends August 31



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.

Results as of 8/24:

Entries: 4,984

Bonus Entries: 6,938

Referrals: 211

Email Signups: 3,901

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.



Questions?

Call Kelly or Kathy at Envoy | 402.558.0637

See for Yourself

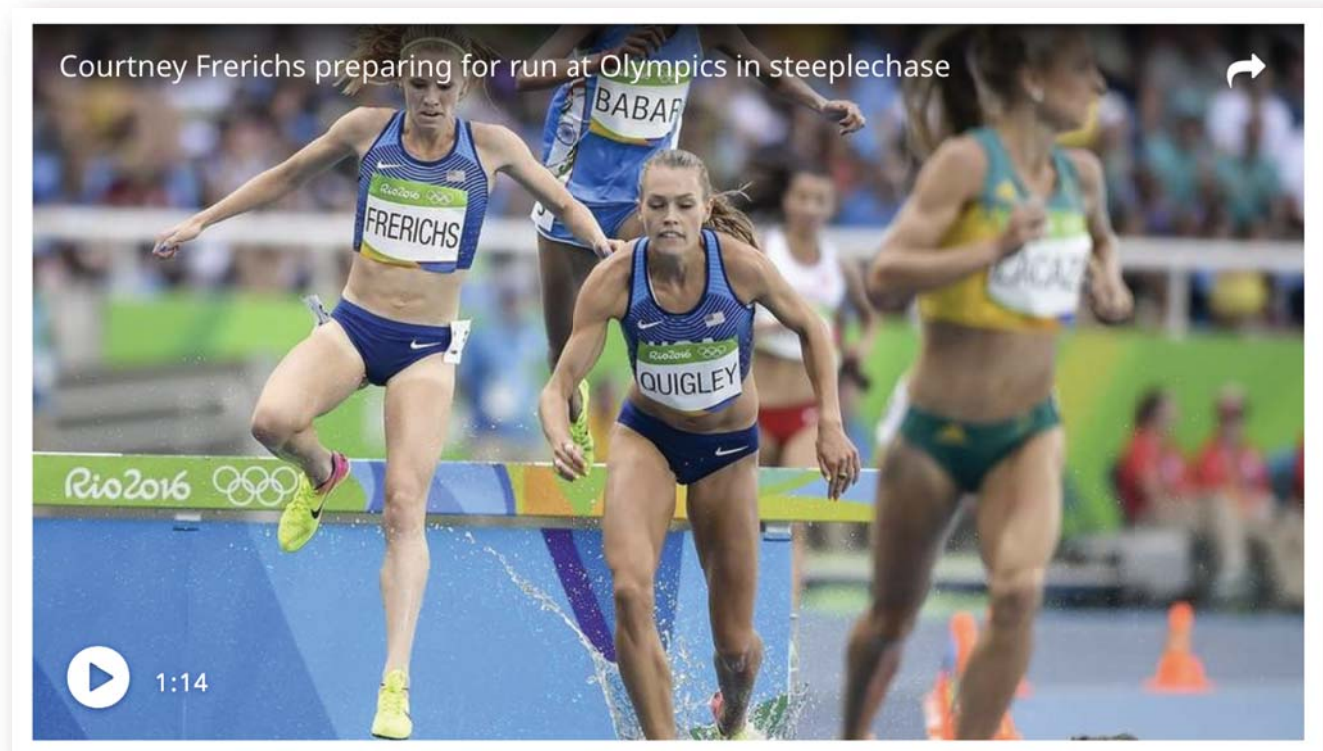
Visit the landing page for more details:

HilandDairy.com/Summer

2021 Olympics Athlete Partnership

Congratulations to Courtney Frerichs!

Congratulations to Nixa, Missouri's own Courtney Frerichs on winning a silver medal for Team USA in the 3000m steeplechase at the #TokyoOlympics! We are proud to support you and will always be cheering you on.



COURTNEY FRERICHS, Steeple Chase <https://www.kansascity.com>



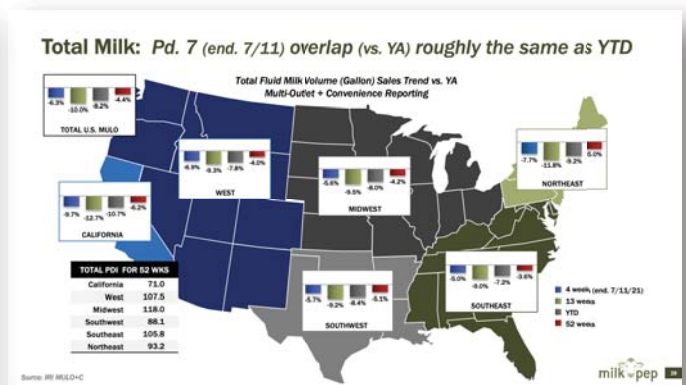
MilkPEP Sales Topline Report



Period 7 through July 11, 2021

If you would like to see the full report, click here.

<https://www.dropbox.com/s/uftdl7h3ee5t1o8/MilkPEP-Sales-Topline-thru-6-13-21-F.pdf?dl=0>




Key Takeaways:

- Using 2021 YTD to project the rest of the year suggests this year's volume will be -4.8% or 5,145mm.
- The year-over-year comparisons have improved from the YTD-March -5.3% level. Once schools are back in session in August/September the forecast will be further refined.
- Retail sales trends in Period 7 (4 wks. end. 7/11) dropped -6.3% vs. the same period in 2020. The Conventional milk decline continues to deepen while Value-Added growth has held steady at +14% (see pp.12-17 for more specifics).
- Flavored volume in Pd. 7 was +3.2% vs. YA, reflecting the reverting to pre-pandemic mobility and therefore improvement in c-stores.
- Organic milk volume was down -4.8% this period vs. YA.
- Some pre-covid patterns seem to be returning, most notably the higher the fat content of the milk the better the volume sales trend versus 2020 and 2019.
- Looking at Alternative Beverages (YTD-7), Almond, Soy, Coconut, Cashew and Rice are all below last year. Oatmilk is the only alternative showing growth.



Hiland Hiring!

Hiland has 42 jobs listed on Indeed. We have been supporting hiring efforts by sharing openings on social media that includes the Indeed link. So please have your jobs on Indeed as it helps spread the word when used in conjunction with social media efforts. Please let us know if you have any questions.

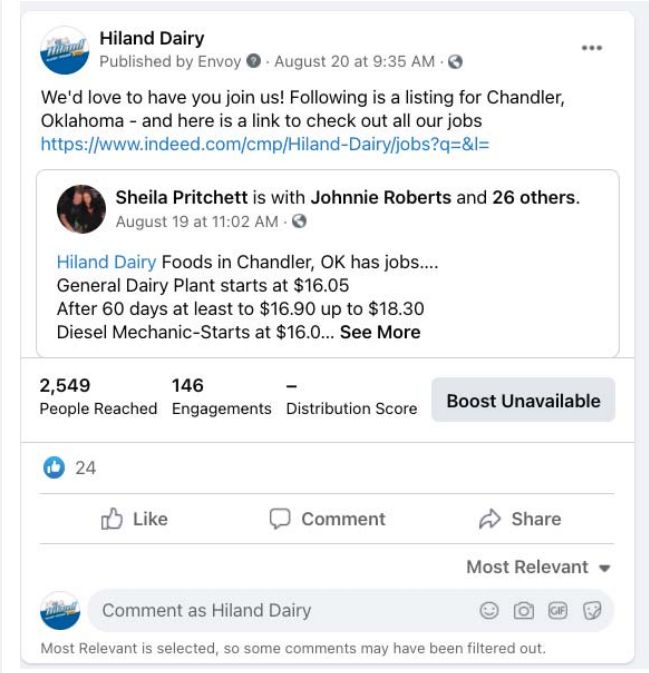


HILAND DAIRY
57 🗣️ 3.1 ★★★★★

Follow
Get weekly updates, new jobs, and reviews

Snapshot	Why Join Us	178 Reviews	714 Salaries	1 Photos	40 Jobs	43 Q&A	Interviews
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HILAND DAIRY Careers and Employment



Hiland Dairy
Published by Envoy · August 20 at 9:35 AM · 🌐

We'd love to have you join us! Following is a listing for Chandler, Oklahoma - and here is a link to check out all our jobs
<https://www.indeed.com/cmp/Hiland-Dairy/jobs?q=&l=>

Sheila Pritchett is with **Johnnie Roberts** and 26 others.
August 19 at 11:02 AM · 🌐

Hiland Dairy Foods in Chandler, OK has jobs....
General Dairy Plant starts at \$16.05
After 60 days at least to \$16.90 up to \$18.30
Diesel Mechanic-Starts at \$16.0... **See More**

2,549 People Reached 146 Engagements - Distribution Score **Boost Unavailable**

24 Likes

Like Comment Share

Most Relevant ▾

Comment as Hiland Dairy

Most Relevant is selected, so some comments may have been filtered out.



The Hiland Sales Home

Please be sure to share this very important tool chest with your sales teams!

We are constantly updating the Sales Home with new materials. Please be sure to check the New Updates tab to see what's new!

New Updates		
Date	File	Download
7/30/2021	2021 July Sales Team Communication (PDF)	Download
7/27/2021	Hiland Water Sales Sheet (PDF)	Download
7/1/2021	2021 Sweet and Savory Summer Promo Brief (PDF)	Download
5/28/2021	2021 May Sales Team Communication (PDF)	Download
5/27/2021	Hiland Sport Shake Sales Sheet (PDF)	Download

2021 Materials Update

"We Proudly Serve" Stickers

We have designed these stickers to provide to retail stores (think ice cream or donut shops, etc) that say they proudly serve Hiland. Please let Sarah know if you are interested in ordering.



Elastitags

Elastitags are available to order via Sarah or Greg and come pre-packaged in quantities of 250.

2021 Materials Update

Company Brochure Refresh
Please contact Sarah or
Greg to order the new
corporate brochure.



Sales Folders

We have made some revisions to the Sales Folder and the Springfield office has about 1,500 available to send out to markets. These are in boxes of 250. Please contact Greg or Sarah to order.

TheHilandSalesHome.com



2021 Materials Update

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

Nutrient	Benefit	Daily Value
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.

Hiland DAIRY FOODS **NDC** NATIONAL DAIRY COUNCIL

Source: NIH's Food and Nutrition Board. "Milk and Milk Products." <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2701201/>. Accessed 10/15/10. © 2010 National Dairy Council.

Milk Posters

Interested in posters that show the 12 ways that milk can help your body? Sarah has customized and printed and can send to you.



Shelf Strips

These general Hiland-branded shelf strips are available to order from Sarah.

We're Here to Help

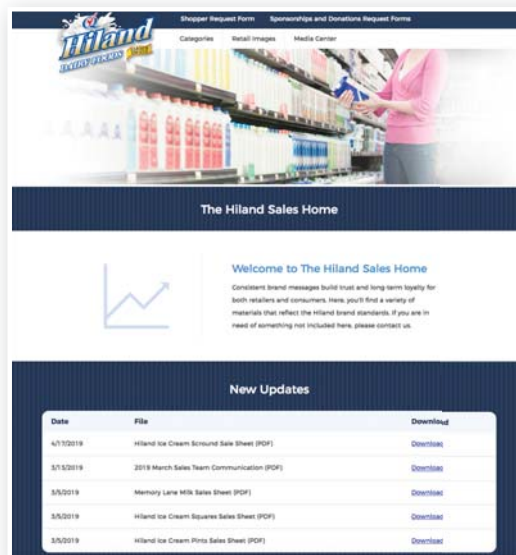
Need Marketing Assistance?

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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