

January 2021 Sales Team Communications



TheHilandSalesHome.com



Memo from Rick Beaman:

DATE: 1/29/2021

TO: ALL SALES STAFF

Madeline Liles has informed us of her desire to become a stay-at-home mom with her beautiful daughter Emmy. Madeline has done an outstanding job for the company in the short time she has worked here. We will certainly miss Madeline and wish her and her family nothing but the best for the future.

Madeline's last day will be **February 10th, 2021**, so please take the time to wish her the best in another chapter of her life



Madeline, you have been such an incredible asset for the marketing team and we will miss you dearly! Thank you for everything and we have only the best wishes for you!

- The Envoy Team





Bring Hiland Home for the Holidays

Our holiday promotion ended December 31, 2020 and was one of our most successful promotions yet. We received over 57,000 total entries, with an outstanding conversion rate of 66% (the industry average is usually under 5%). Lora G. from Carlisle, AR was our winner and we have sent her the grand prize of a year's supply of Hiland Dairy coupons.

Final Results:

Total Entries: **57,291**
Unique Entries: **18,341**
Email Signups: **14,428**
Landing Page Views: **86,713**
Conversion Rate: **66%**

Over 57,000
Entries!"

We also received great engagement and content from our influencer partnership. If anyone is interested in seeing the results of that, please let Kelly know!

HilandDairy.com/Holidays

#HilandHoliday



Get Healthy with Hiland

Get Healthy With Hiland

Sign up for our special email series and make getting healthy your New Year's resolution.

Sign Up!



Promotional Period: January – March, 2021

The evergreen email series we developed, Get Healthy with Hiland, continues to provide relevant and helpful content to consumers – especially in these times when people are preparing meals at home more than ever before.

The 4-week email series provides consumers with tips on incorporating dairy into their healthy New Year's resolutions, coupons for relevant Hiland products, recipes and more!

Topics include:

- Healthy eating all year long
- Chocolate milk for workout recovery
- Getting the essential nutrients you need from dairy products
- Staying on track with your health

HilandDairy.com/Healthy



Hiland Halftime

Show Us Your #HilandHalftime and Win!

Tag @hilanddairy on social media and show us your halftime spread for a chance to win FREE Hiland products!

Hiland
DAIRY FOODS FARMER OWNED

HilandDairy.com/halftime

Hiland Halftime Bunker

Promotional Period: January – February, 2021

We've teamed up with Kansas City Chiefs player, Mitch Schwartz, on a delicious Mac and Cheese recipe that's a total gameday showstopper. It helps that the Chiefs are now headed to the Super Bowl, too. ;)

We're asking consumers to tag us on social media with a photo of their #HilandHalftime snack spread for a chance to win free Hiland product coupons. We'll be drawing winners at random up until the Super Bowl.

Check out Mitch's recipe, photos, and video at hilanddairy.com/halftime.

Show Us Your #HilandHalftime and Win!

Tag @hilanddairy on social media and show us your halftime spread for a chance to win FREE Hiland products!

Hiland
DAIRY FOODS FARMER OWNED

HilandDairy.com/halftime

Hiland Halftime Cling



HilandDairy.com/Halftime



The Hiland Home Blog

Along with influencers like Mitch Schwartz and Lolo's Desserts, we continue to utilize our very own Dairy Diva to create fun, approachable recipes and crafts for our Hiland Home blog.

The Hiland Home

Your blog for the tips, tricks and life hacks you need.



Jenny, aka the Dairy Diva, is a foodie because she loves making wholesome dishes using farm-fresh Hiland Dairy products. She is also a "craftateer" because she enjoys repurposing Hiland Dairy containers into functional and crafty items. Jenny lives in Texas with her husband and three kids who love to pitch in whenever she needs them to taste, mix, pour, glue, cut, look cute for a photo, or simply inspire her with a question or suggestion.



This charcuterie board was designed by Jenny for the upcoming big game [See the blog post](#)

We would love to involve local retailers in upcoming posts – get in touch with us to brainstorm some ideas.



2021 Materials Update

Collateral materials are an important contributor to sales. Here's an update on what's available now and what you can expect to see soon.

Elastitags



We have ordered 20,000 of each of the above elastitags, which are available to order via Greg or Madeline and pre-packaged in quantities of 250.

Company Brochure Refresh

We are making some revisions to the company brochure and plan to have printed pieces available in February. We will also be adding a digital version to the Sales Home and will alert you when that is available.



2021 Materials Update



Locally Made.
Naturally Delicious.™

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 Madeline to order.



Sustainability Reports

A new Prairie Farms and Hiland Sustainability Program Guide has been created that you can share with your customers.

Available to order through Greg or Madeline. Moving forward, these are the “goals and standards” which will be updated annually, and the report will be a separate document that will be released annually on Earth Day (Thursday, April 22, 2021).

School Nutrition Sheets

Madeline has been working on updating the School Nutrition documents with the latest details for each market. We will update everyone once these have been added to the website and Sales Home.

Fat Free Skin Milk	1% Lowfat Milk	2% Reduced Fat Milk	Whole (3.25%) Milk
<p>Size: 8 oz carton Item Number: 9173 Case Size: 24 cartons</p> <p>Nutrition Facts Serving per carton: 4 ounces (113mL) Calories 80</p> <p>INGREDIENTS: GRADE A SKIM MILK, VITAMIN A PALMITATE, VITAMIN D3, CONTAINS MILK</p>	<p>Size: 8 oz carton Item Number: 9171 Case Size: 24 cartons</p> <p>Nutrition Facts Serving per carton: 4 ounces (113mL) Calories 100</p> <p>INGREDIENTS: GRADE A LOW FAT MILK, VITAMIN A PALMITATE, VITAMIN D3, CONTAINS MILK</p>	<p>Size: 8 oz carton Item Number: 9165 Case Size: 24 cartons</p> <p>Nutrition Facts Serving per carton: 4 ounces (113mL) Calories 120</p> <p>INGREDIENTS: GRADE A REDUCED FAT MILK, VITAMIN A PALMITATE, VITAMIN D3, CONTAINS MILK</p>	<p>Size: 8 oz carton Item Number: 9165 Case Size: 24 cartons</p> <p>Nutrition Facts Serving per carton: 4 ounces (113mL) Calories 150</p> <p>INGREDIENTS: GRADE A WHOLE MILK, VITAMIN A PALMITATE, VITAMIN D3, CONTAINS MILK</p>

Hiland Dairy Foods logo and website: HilandDairy.com



Flavored Cream Cheese Coming Soon!



Cream Cheese Single Servings

We're Here to Help

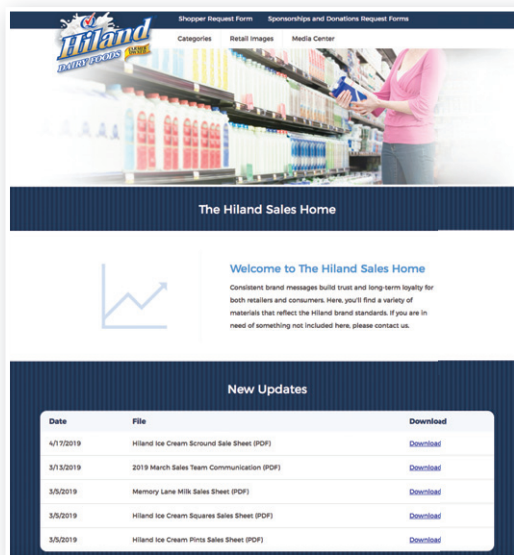
Need Marketing Assistance?

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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