

July
2021
Sales Team
Communications



TheHilandSalesHome.com



Sweet and Savory Summer with Hiland



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 7/27:

Entries: 4,640

Referrals: 177

Bonus Entries: 6,435

Email Signups: 3,700

HilandDairy.com/Summer





Make Your Summer Sweet and Savory with Hiland



Make Your Summer Sweet and Savory with Hiland

Marketing Support

- Social Media Ads, Cover Photos and Strategy
- :30 & :15 Radio
- Consumer Emails
- Homepage Feature
- Point-of-sale available for order (clings/danglers)



Make Your Summer Sweet and Savory with Hiland

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

Weekly Fresh Summer Recipes from Hiland Dairy
Plus, enter for a chance to win a Blackstone Griddle!

Questions?

Call Kelly or Kathy at Envoy | 402.558.0637

See for Yourself

Visit the landing page for more details:
HilandDairy.com/Summer



National Ice Cream Day/Week

National Ice Cream Day was July 18, so we thought, why not make a week out of it! Check out these delicious recipes we dreamt up with Lolo Home Kitchen.

Ice Cream Cereal Bar



Ice Cream Sandwich Bars



Ice Cream Sandwich Pops



Boozy Root Beer Floats



Over the Top Milkshake



Strawberry Lemonade Ice Cream Floats



Dipped Cones



Ice Cream Bread



Ice Cream Sandwich Bar



2021 Olympics Athlete Partnership

Courtney Frerichs has qualified for the 2021 Olympic season! Learn more about her achievements in steeple chase by clicking the links below her photo. Courtney holds a special place in the heart of the Hiland Springfield as she served ice cream and milk for Hiland at the Ozark Fairgrounds for several summers.



Athletics - Women's 3000m Steeplechase Schedule

Change All times in venue local time

Start Time	Location	Event	Status
Sun, 1 Aug 9:40	Olympic Stadium - Track	Women's 3000m Steeplechase Round 1 - Heat 1	
Sun, 1 Aug 9:55	Olympic Stadium - Track	Women's 3000m Steeplechase Round 1 - Heat 2	
Sun, 1 Aug 10:10	Olympic Stadium - Track	Women's 3000m Steeplechase Round 1 - Heat 3	
Wed, 4 Aug 20:00	Olympic Stadium - Track	Women's 3000m Steeplechase Final	

COURTNEY FRERICHS, Steeple Chase

<https://www.teamusa.org/usa-track-and-field/athletes/Courtney-Frerichs>



And although Tom Scott did not initially qualify, he was later named to the Olympic team and will be competing according to the below schedule.

TOM SCOTT, Karate

	Men's Kumite 75kg - Elim Round	Men's Kumite 75kg - Semifinal	Men's Kumite 75kg - Gold Medal
Tom Scott Hiland Dairy	Friday, August 6	Friday, August 6	Friday, August 6
Karate - Kumite	Live Event: 4 AM ET / 3 PM CT Live Stream	Live Event: 7:22 AM ET / 6:22 AM CT Live Stream	Live Event: 7:50 AM ET / 6:50 AM CT Broadcast: USA at 2:45 PM ET

TOM SCOTT, Karate

<https://www.teamusa.org/usa-karate/athletes/Tom-Scott>

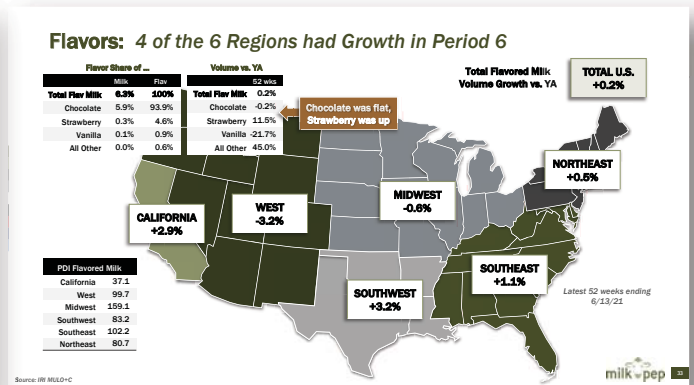


MilkPEP Sales Topline Report



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:

- **Retail sales trends in Pd. 6 dropped**

Retail sales trends in Pd. 6 (through June 13th) dropped -9.0% vs. the same period in 2020 as we are still overlapping the pandemic-driven increase during March-June last year. Flavored volume in Pd. 6 was +2.1% vs. YA. Organic milk volume was down -6.1% this period vs. YA.

- **White milk sales still soft, while Value Added has double-digit growth**

2021 weekly volume has been soft for the past 16 weeks when compared to 2019. During Pd. 6 volume was -4.3 mm gal/wk. Softness (vs. '19) was driven by white conventional milk (-5.3mm/wk), offset by growth in value-added products (+1.1 mm/wk). Value Added (Organic, Lactose Free and Enhanced segments) continues to experience low double-digits growth. Some of the conventional decline may be the result of consumers engaging in more out-of-home occasions as restrictions eased.

- **Full-year projections indicate volume decline**

Projections for full year 2021 indicate volume will be -4.5% to -5% (5,140-5,165mm gallons), down -239 to -264mm gallons. Through April, USDA reported sales were down -4.9%. The year-over-year comparison improved .4 pts. from the YTD-March -5.3% level. The YTD will continue to look more favorable as the year progresses.



“Hiland for Every Moment” Video Shoot



We're excited to film some new footage the first week of August. The goal is to showcase the wide variety of uses for Hiland products and how Hiland can be used for "every moment." The shoot will feature lifestyle setups of nearly every Hiland product category in-use in various scenarios:

- Morning coffee
- Pool party/summer party with ice cream and lemonade
- Watching sports/movie night
- Holiday meal prep/table setup
- As well as several stylized product shots!

This footage will provide a new :30 commercial, as well as great content for the next several years and will assist in promoting certain products based on sales goals.

We can't wait to share this with you!



Industry Update

Get to Know Gen Z

For the full report, please contact Kathy or Kelly.

MEET GEN Z
Useful Insights and Strategies to Grow Dairy Demand

Presented by Jason Dorsey
President and Lead Researcher

CGK THE CENTER FOR GenerationalKinetics

Confidential | 1/11

Insights and Strategies to Grow Dairy Demand with Gen Z

- Gen Z is extremely visual. They prefer information in this order: _____, images, and then bullet points. Their most trusted learning resource is _____.
- Amplify _____ connections whenever possible, from production stories to retail locations.
- Parents are a key link in the decision-making process, so speak directly to Gen X's natural _____.
- Gen Z is very _____ with their money. Show how dairy is a very cost-effective way to achieve their desired goals.
- Highlight your _____ or _____ rather than growth stories. Show the non-financial impact of the dairy industry on families, communities, and the world.

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Insights and Strategies to Grow Dairy Demand with Gen Z

- Know the #1 tag line for Gen Z: "As _____ as you are." Show how dairy fits their individual lifestyle and priorities.
- Social media influencers can drive tremendous interest with Gen Z, especially if they are actual _____. Micro-influencers are highly effective for messaging, especially on TikTok.
- Gen Z defines authenticity as _____. They believe they are _____ vs. buying from a brand. They want to see people like themselves.
- Showcasing _____ of all kinds is essential. Showcase this from production to distribution, retail, and as consumers.

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BIRTH YEAR OVERVIEW

GENERATIONAL BIRTH YEARS

- Generation Z: 1996 – 2015
- Millennials: 1977 – 1995
- Generation X: 1965 – 1976
- Baby Boomers: 1946 – 1964

*Cuspers are born on the edges of generations

JasonDorsey.com/Birthyears

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THE STATE OF GEN Z 2020

GEN Z AS CONSUMERS, INFLUENCERS, AND TRENDSETTERS

CGK THE CENTER FOR GenerationalKinetics
GenHQ.com

STATE OF GEN Z® NATIONAL STUDY METHODOLOGY

To lead this 8th annual State of Gen Z® national research, The Center for Generational Kinetics (CGK) designed a custom 28-question Gen Z and Millennial study. The quantitative study was administered to 2,018 U.S. respondents ages 13-43, including 1,007 Gen Z (ages 13-26) and 1,009 Millennials (ages 24-43). The sample was weighted to the U.S. Census for age, region, gender, and ethnicity.

The national study was conducted online from July 12, 2020, to July 27, 2020. Figures are statistically significant at the 95% confidence level. The margin of error is +/- 3.5%.

COMPLETED BY 1,007 GEN Z PARTICIPANTS

49% MALE	51% FEMALE	14% Ages 13-15
		44% Ages 16-18
		25% Ages 19-21
		17% Ages 22-24

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INTRODUCTION

Uncovering Gen Z's brand preferences and consumer habits has been a focus of our State of Gen Z® research for the past several years. In 2017, we found that 41% of Gen Z would rather spend their own money on products compared to experiences. In 2018, we found that 33% of Gen Z read three or more reviews before buying something with their own money. And in 2019, we found that almost half of Gen Z have not bought something they really wanted because the website was too hard to use.

In 2020, we've continued to explore Gen Z's unique consumer perspective by asking them a series of key questions:

- How do you most often learn about new brands?
- What makes you loyal to a brand?
- How do you feel about brands that support specific social causes?
- What is most important to you in an online buying experience?
- How has COVID-19 affected you financially?

Each question yields multiple quantitative findings that reveal Gen Z's unique consumer and financial mindset in our world today.

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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!

What's new this month? A search feature has been added to the Sales Home, as well as new sales sheets for Red Diamond Tea and 3.5 oz Cream Cheese.

New Updates		
Date	File	Download
7/27/2021	Hiland Water Sales Sheet (PDF)	Download
7/1/2021	2021 Sweet and Savory Summer Promo Brief (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.

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

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

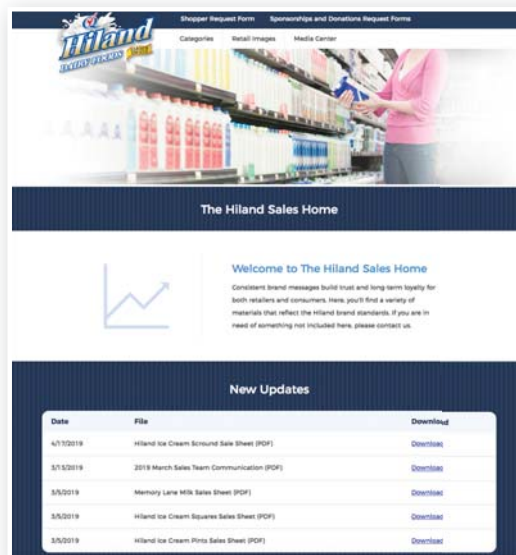
Need Marketing Assistance?

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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