

April
2023
Sales Team
Communications



TheHilandSalesHome.com



New Influencer Partner



Emily from Food for a Year

We love working with our influencer partners to keep our content fresh and new. We have brought a new influencer on board for our monthly content creation. Emily from Food for a Year is from Norman, OK and is a huge fan of Hiland Dairy. We have used her in the past for a couple of projects and she was so great to work with that we wanted to add her to our list of content creators.

We will work with Emily to create delicious recipes using products from our monthly sales goals whenever possible. This allows us to have fresh and timely materials to support what you are pushing in stores.

You can follow her using the links below, or check out her recipes on the Hiland site!

- [Blog](#)
- [Facebook](#)
- [Instagram](#)



Monthly Sales Goal Flyers

We have added a new category to the Hiland Sales Home for the monthly sales goal flyers. We will add these for easy reference as we receive them from the marketing team.

[View Goal Flyers here.](#)

+5%
Sales Goal

- Graduation celebrations & Memorial Day mean more demand
- We offer sour cream and dips in many sizes, flavors, and varieties
- French Onion Dip has a passionate consumer fan base
- Our cremas are dairy based
- Over 238 million Americans use Mexican food and ingredients
- Sour cream, crema, & dips are a low carb and low sugar food

Hiland
DAIRY FOODS FARMER OWNED

SOUR CREAM & DIPS
May's Featured Product

Hiland
DAIRY FOODS FARMER OWNED

Hiland
SOUR CREAM
GRADE A • PASTEURIZED
All Natural

thehilandsaleshome.com/goal-flyers

Hiland
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Good Old Fashioned



Hiland[®]

DAIRY FOODS

FARMER OWNED

Lemonade

Display Contest April 2023



District Awards

Grand Prize

1st Place

\$500

gift card

2nd Place

\$300

gift card

3rd Place

\$150

gift card

Grand Prize

\$500

gift card

Every District will have winners!
Districts compete for the company wide Grand Prize!

Judged on:

- Number of stores with displays (40%)
- Appearance (30%)
- Display footage (30%)

Send:

- Pictures
- Store locations
- # of feet

Submit requirements to Greg Stephenson by May 8!

MilkPEP's Wood Milk Promo



Wood Milk. Yes, you heard that right – Wood Milk is a limited edition “launch” in partnership with celebrated star Aubrey Plaza, an American Golden Globe actress known for her roles on HBO’s popular series *White Lotus* and NBC’s *Parks and Recreation*.

Leveraging Aubrey’s deadpan humor, Wood Milk is a parody product announcement making a big splash on social (including Aubrey’s 4MM followers), search, online video, and appearing on OOH in the influential metro markets. Wood Milk officially launched on April 20th with a campaign video post on Aubrey Plaza’s Instagram (@plazadeaubrey) and @drinkwoodmilk. Is Wood Milk real? Of course not. WoodMilk is absolutely fake, and has zero nutritional value. That’s kind of the point because only dairy milk is the real nutritional powerhouse.

Since we launched last week, the response has exceeded our expectations, to hear the laughter and see a cultural debate come to life is amazing. There’s already a lot of chatter about this effort – some positive, some negative, and some just plain hilarious. The Instagram video posted by Aubrey Plaza has had more than 35 million views, 357K likes, and over 112K shares. The campaign has been picked up and celebrated by Adweek, Ad Age, AGDAILY, Yahoo!, and many others driving over 430 earned media placements and 908M+ in earned media impressions.



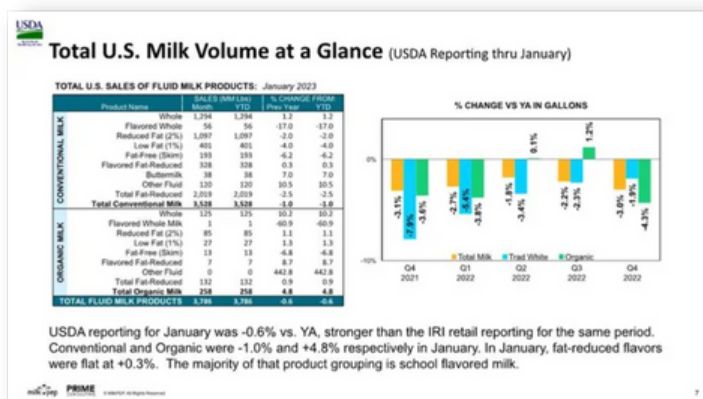
MilkPEP

Sales Topline



Period 3 Thru March 26, 2023

If you would like to see the full report, click [here](#).



Key Takeaways:

- Retail milk volume sales in Period 3 (4 weeks ending 3/26) dropped -2.3% versus year ago, a 2-point trend improvement over Period 1 & 2. Dollar sales grew +1.2% and the price per gallon increased +3.7%.
- Milk in grocery/food stores dropped -4.9% during the last 4 weeks, while milk sales in supercenters/club stores grew +4.6%.
- Lactose Free/Reduced milk volume sales increased +12.5% (part of the trend improvement was from overlapping a cyber-attack that reduced sales during this Period in '22).
- The alternative Plant beverage category (almond, oat, soy etc.) declined -6.4% YTD thru 3/26.
- USDA reporting for January was -0.6% vs. YA, stronger than the IRI retail reporting for the same period. In January, fat-reduced flavors were flat at 0.3%. - The majority of that product grouping is school flavored milk.



Industry News

Recession on the way? Consumers think it's already here.

To read the full article, click [here](#).

U.S. consumers have taken a decidedly negative economic outlook, as a majority think the nation already is in recession and worry about high prices on essential goods and services, according to the April Consumer Sentiment Survey by Numerator.

However, the United States doesn't appear to be in recession, and the grocery retail sector faces a different economic scenario than in the past three recessionary periods, an analysis by Coresight Research indicates.

Of the more than 1,000 consumers in Numerator's monthly poll, 69% believe the United States is now experiencing an economic recession, and 68% expect it to get worse in the next several months, up four points from March. The market data specialist also found that 61% of consumers are highly concerned about the economy, up four percentage points from March.

Rising prices for essential goods and services like food and housing (74%) and gas/fuel (67%) were the top economic concerns cited by consumers. They also named rising prices on other goods and services (60%), impact on retirement/pension plans (41%), stock market stability (32%), government benefit cutbacks (31%), product/supply shortages (31%), housing market stability (28%), labor shortages (23%) and job security/unemployment (18%) as among their chief economic worries.

69%

Feel as though the country is in an **economic recession** right now

65%

Say **rising gas prices** are impacting their ability to afford other things

68%

Think the **US economy will worsen** in the next few months

75%

Think **inflation will increase** in the next few months



Chocolate Milk Praise

We received the below contact form and thought it was fun and wanted to share!

Name: Joeb Ratcliff

Email: joebgaming25@gmail.com

City: Marshall

State: Texas

Phone Number: 9037545378

Nature of Your Concern: Product Complaint

Message/Comment: Hello I'm joeb ratcliff and I'm a student at marshall junior high although it says it this is an opposite of a complaint.recently the brand new dutch chocolate milk has surprised.ill be honest the regular milk isnt that good and I thought y'all were just some dumb company who sucks at making milk.and boy could I have been more wrong.the dutch chocolate milk surprised me as it was the best milk I've ever had.dont tell the school but It was so good I stuffed 2 or 3 in my pocket.i just wanted to say great job and please keep the dutch chocolate milk in our school because I looked everywhere for it today and it was gone.plus if you have any leftovers or something feel free to let me get rid of them.sincerely joeb ratcliff

Contact: Please contact me regarding this matter

Submitted on: April 5, 2023 9:49 pm

Success in your market?

Have a successful tip or idea that has worked in your market you would like to share with others? Let us know and we'll add in the next newsletter.

Email the information and any supporting imagery to kbentley@envoyinc.com or scarey@hilanddairy.com.



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 check the New Updates tab to see what's new.

What's new this month?

New Updates

Date	File	Download
4/26/2023	Lactose Free and Dairy Free Milks (PDF)	Download
4/18/2023	May 2023 Product Flyer (PDF)	Download
4/17/2023	2023 Sales Presentation Template (PPT)	Download
4/3/2023	March 2023 Hiland Sales Team Communication (PDF)	Download
3/21/2023	Marketing Materials Catalog and Order Form	Download
3/17/2023	Orange Juice, Half Gallon Sales Sheet (PDF)	Download

Materials Update



New
Promo Items
and Point-of-
Sale
Materials
Available!

Contact Greg
Stephenson to
order.



Marketing Materials Catalog and Order Form

A new marketing materials catalog and order form document has been uploaded to The Hiland Sales Home. This is a great at-a-glance look at the event and promotional materials that are available to you. Please contact Greg Stephenson to order.

[Download the catalog here.](#)

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



MARKETING MATERIALS



SUSTAINABILITY FOLDER

H. R. MATERIALS



NOW HIRING DRIVERS POSTCARD

EVENT MATERIALS – FLOOR BANNERS



DRIVEN BY CARE
(CAN REQUEST)



SUSTAINABLE COW
(CAN REQUEST)



MORE THAN MILK



Materials Update



Company Brochure Refresh

Please contact Greg Stephenson to order the new corporate brochure.

Elastitags

We have new elastitags for 2023. Please contact Greg Stephenson to order.

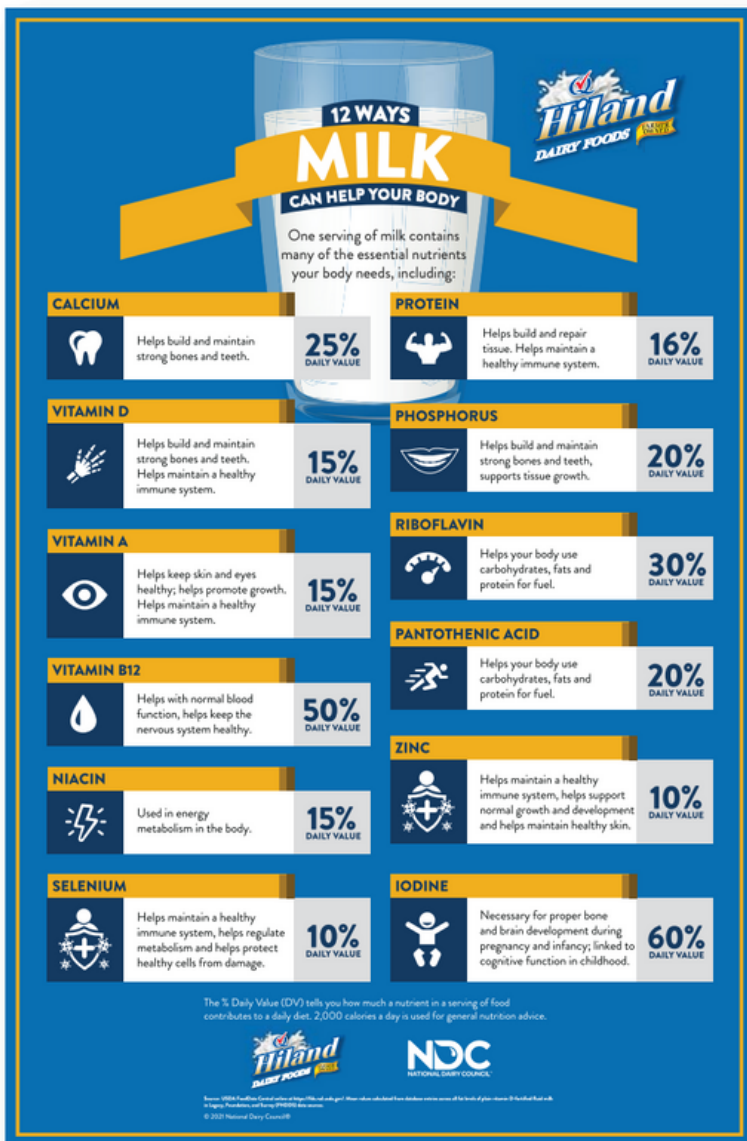


Sales Folders

These are in boxes of 250. Please contact Greg to order.



Materials Update



12 WAYS MILK CAN HELP YOUR BODY

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
PANTOTHENIC ACID	Helps your body use carbohydrates, fats and protein for fuel.	20% DAILY VALUE
VITAMIN B12	Helps with normal blood function, helps keep the nervous system healthy.	50% DAILY VALUE
ZINC	Helps maintain a healthy immune system, helps support normal growth and development and helps maintain healthy skin.	10% DAILY VALUE
NIACIN	Used in energy metabolism in the body.	15% 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**

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Milk Posters

Interested in posters that show the 12 ways that milk can help your body? Please contact Greg Stephenson to order.



We Proudly Serve Stickers

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



Shelf Strips

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



We're Here to Help

Need Marketing Assistance?

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!

Please note new marketing roles and responsibilities:

Greg Stephenson, Community & Sales Specialist

gstephenson@hilanddairy.com

- Promo items, point-of-sale materials, event support, sales contests, calendar orders, fleet design.

Trudy Fugitt, Packaging & Marketing Specialist

tfugitt@hilanddairy.com

- Package design, coupons, hiring efforts, plant signage/flyers, communication boards, event creative.

Give us a shout!

Sarah Carey,

Marketing Manager

SCarey@hilanddairy.com

417-370-6451

Kathy Broniecki, APR

KathyB@envoyinc.com

402-558-0637 ext. 107

Kelly Bentley

KBentley@envoyinc.com

402-558-0637 ext. 129

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

