

August
2023

Sales Team Communications



TheHilandSalesHome.com





Promotional Period: June 26 - July 30, 2023

This ended up being quite an impressive awareness campaign with over 27 million impressions. We had 39 total winners for Hiland and Silver Dollar City prizes!

Results:

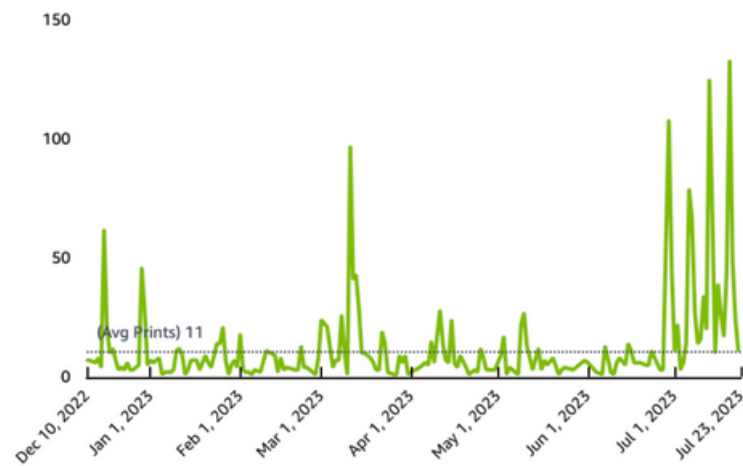
Total Entries: 7,721
 Unique Entries: 3,760
 Bonus Entries: 3,961
 Facebook Visits: 1,294
 Twitter Visits: 566
 Instagram Visits: 814
 Pinterest Visits: 629
 E-news Subscribers: 3,313
 Referrals: 258

Social Media:

Total Net Audience Growth: +785
 Facebook Net Page Likes: +322
 Instagram Net Follower Growth: +206
 Twitter: +79
 Pinterest: +178

Consumed Coupons by Day

Quarter - All | Month - All



Nearly 1,300 coupons printed during promo period.

[Download
Sales Sheet](#)



Holiday

Egg Nog & Custard



Hiland[®]
DAIRY FOODS **FARMER OWNED**

Locally Made.
Naturally Delicious.™

HilandDairy.com

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.](#)

Posters
now
available!

+5%

*Sales
Goal*

- Our whipped cream uses real dairy cream as its base.
- Whipped cream can be used to top seasonal fruit like peaches, blackberries, and plums for an easy sweet but nutritious snack.
- Spreadable cream cheese is a great buy for back to school breakfasts, lunches, or snacks.
- Block cream cheese is a great ingredient to make fruit cobblers and pasta dishes richer.


Hiland
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**AEROSOL
WHIPPED CREAM
+ CREAM CHEESE**

*September's
Featured Product*



thehilandsaleshome.com/goal-flyers


Hiland
DAIRY FOODS FARMER OWNED

Retail Ready

MilkPEP's August webinar showcased new category leadership data and resources designed to set brands up for a win-win relationship with their retailers. We are now able to:

- Use the enhanced milk category story to set-up a win-win relationship with retailers
- Tips for customizing content by region, brand, portfolio and more
- Access modules, such as, Milk Category Story, Appropriate Value-Added Offerings & Margins, Regional Category Development and more on MilkPEP's Resource Hub

[See full presentation here.](#)

Nationally **dairy milk** ranks in **Top 10** for sales and profitability

Dairy Milk Category Rank

10thout of 230 in **Sales**

9thout of 230 in **Adjusted Gross Profit**

8thout of 230 in **Unit Movement**



How does this compare to your stores?

Retail Ready

[See full presentation here.](#)

No large dairy category matches milk in space performance



TIP: more categories and detail in the OMD module



\$/ft/week	\$585	\$291	\$248	\$218
Units/ft/wk	182	66	76	83

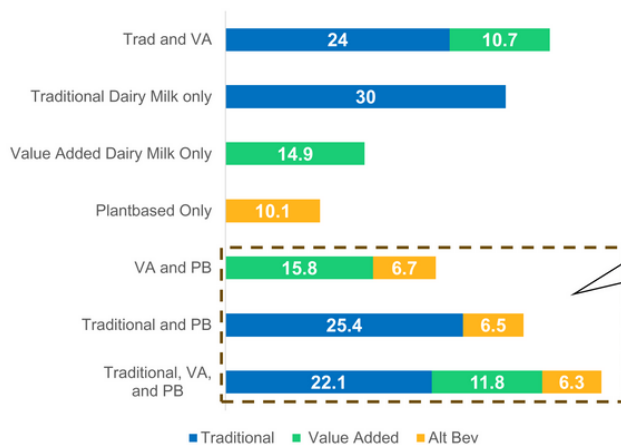
Dairy Milk can boost profitability of the entire department if space is optimized



Source: Circana and MilkPEP Q1/22

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More Dairy Milk Volume Purchased by HHs that Buy Multiple Varieties



The majority of Plant Based Buyers are Heavy Dairy Milk Shoppers. Nine out of 10 of them purchase 4 gallons of Dairy Milk for every one gallon of Plant-Based

To bring in Heavy, very valuable, Households you must carry proper variety



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Retail Ready


These are just a few slides from the deck. If you would like help with utilizing the MilkPEP resource hub for an upcoming review with your retailers, please let us know and we can provide assistance.

[See full presentation here.](#)

Freshness of Milk, In-Stock, and Easy navigation are 3 of the Top 4 retailer drivers among shopper

Importance of Retailer Selection Factors – Top 5
(% Extremely Important)

1. Freshness of milk products	62%
2. Has the products I want in-stock	49%
3. Quality of store brand milk	44%
4. Ease of finding the product I want	39%
5. Prices / sales / promotions	36%



Almost **two thirds** of shoppers rate the freshness of **milk** products **extremely** important

Shoppers expects freshness, in-stocks and ease of navigation when shopping for milk

MilkPEP

Sales Topline



Period 7 Thru July 16, 2023

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



KEY TAKEAWAYS



Retail milk volume sales in Period 7 (4 weeks ending 7/10) dropped -2.8% versus the same period in 2021. Dollar milk sales grew +12.8%.



The price of a conventional white milk gallon increased 20% vs. YA.



Lactose Free/Reduced white milk increased +5.5%.



Organic milk declined -3.9% and flavored milk dropped -10.7%.



The alternative plant beverage category (almond, oat, soy, etc.) declined -1.5%.



The USDA reports that all channel milk volume declined -1.7% in May 2022. Reduced fat flavored milk volume grew +13% in May with the continued overlap of students returning to school.



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
8/24/2023	Hiland 2023 Holiday Milks Sales Sheet (PDF)	Download
8/24/2023	2023 Hiland Locations Map (JPG)	Download
8/17/2023	Hiland Cream Cheese (PDF)	Download
8/17/2023	Hiland Aerosol Whip Cream (PDF)	Download
8/1/2023	July 2023 Hiland Sales Team Communication (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.

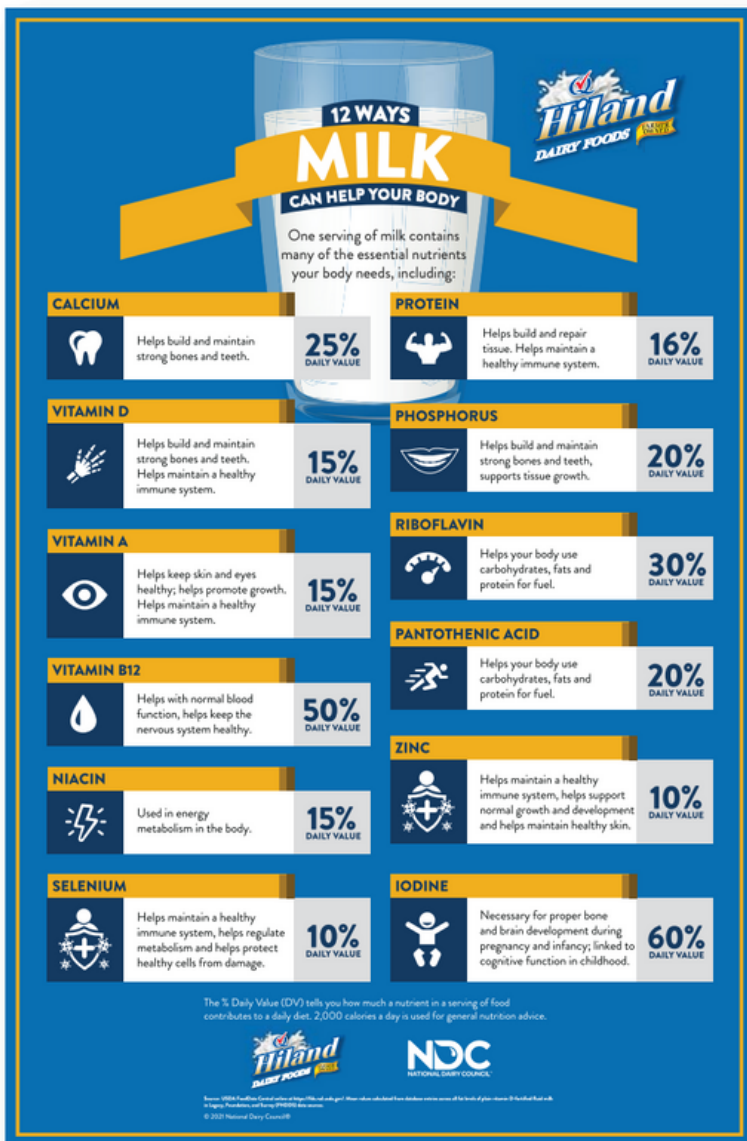


Sales Folders

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:

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 FARMER OWNED

NDC NATIONAL DAIRY COUNCIL

Source: USDA Food and Nutrition Assistance Program. "Milk and milk products." Please obtain additional facts and information from the back of your product or visit us at www.hiland.com. © 2017 National Dairy Council.

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,

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Kelly Bentley

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

