

June  
2023  
Sales Team  
Communications



[TheHilandSalesHome.com](http://TheHilandSalesHome.com)





## Promotional Period: June 26 - July 30, 2023

Consumers have been feeling the hit of inflation and rising costs. We want to incentivize them to continue buying their favorite Hiland products rather than reaching for a competitor. We will be offering coupons over a five-week period for our most popular products:

### Cottage Cheese | Sour Cream/Dips | Yogurt | Ice Cream

We will feature a Hiland product every week. We will have coordinating recipes, weekly emails, social support, and a coupon for that product. While the main KPI will be coupon downloads, consumers will also be able to enter for a chance to win goodies via an instant win/wheel spin on the landing page with prizes like Hiland kitchen swag and larger coupon packs.

An integrated marketing campaign utilizing paid social media (including Facebook, Instagram, TikTok, Snapchat, Pinterest), digital display/native, video/connected/programmatic linear television, and radio will help drive awareness of and traffic to the promotional landing page.

### Goals/Objectives:

- Inform and educate consumers about Hiland Dairy products
- Support product sales efforts
- Increase engagement and awareness





Locally Made.  
Naturally Delicious.

JUNE					JULY				AUG			
29	5	12	19	26	3	10	17	24	31	7	14	21

Markets: Omaha, Kansas City, OKC, Austin, San Antonio, Tyler/Lufkin, Dallas, Houston, Shreveport, Corpus Christi, Harlington-Brownville, Laredo

**DIGITAL**

Display												
Native												
Paid Social - Facebook/Instagram, TikTok, Pinterest												
Video/CTV												
Streaming Audio												

**BROADCAST**

Programmatic Linear TV												
:30 spot schedule placed programmatically targeting Women 25-49												

## Digital, Social and Traditional Marketing

The media schedule will provide powerful tactics to ensure the message is heard throughout Hiland's trade area.

## Media Support

- Digital Ads
- Social Media Ads, Cover Photos and Strategy
- Streaming Audio
- Connected TV
- Pre-Roll Video
- Public Relations
- Consumer Emails
- Programmatic Linear TV

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

Visit the landing page for more details:

[HilandDairy.com/savings](http://HilandDairy.com/savings)

# 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.](#)



[thehilandsaleshome.com/goal-flyers](http://thehilandsaleshome.com/goal-flyers)



# New Squeeze Sour Cream Product in the News!

Sign Up for Our E-Newsletters  **THE SHELBY REPORT**  
Your Source for Grocery News and Supermarket Insights [Subscribe To Our Magazines](#)

HOME STORE NEWS WHOLESALER/DISTRIBUTOR NEWS GROCERY NEWS INDUSTRY NEWS SHELBY EXCLUSIVES 2023 PHOTO GALLERY

- MIDWEST**  
Kroger Hails 10K Students As 'Zero Heroes'
- NORTHEAST**  
Northeast Grocery Inc. Shares Several Executive Moves
- SOUTHEAST**  
Publix Reopens Store In Daytona Beach, FL
- SOUTHWEST**  
H-E-B's Second Fresh Bites Debuts In Lytle, TX
- WEST**  
Reser's Fine Foods Crosses 'Every Category' Within Deli Department
- NATIONAL**  
Green Giant Survey: Corn Is America's Favorite Vegetable



**BOXES.**  
THE MOST SUSTAINABLE THING IN THE WORLD.

**SQUARE? MOST LIKELY. CIRCULAR? DEFINITELY!**

**BOXES.**  
SUSTAIN. YES. SUSTAINABLY.


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Home » Hiland Dairy Introduces New Shake And Squeeze Sour Cream

DAIRY NEWS-MIDWEST-PACKAGING NEWS

## Hiland Dairy Introduces New Shake And Squeeze Sour Cream

© June 15, 2023 @ 2 Min Read








Springfield, Missouri-based Hiland Dairy has launched an improved squeezable package for its all-natural sour cream. The bottle, which is recyclable, will begin appearing on store shelves mid-to-late June.

According to the company, the package has a space-saving design with a flip-top cap that keeps the

## Progressive GROCER

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07/03/2023

### Hiland Shake and Squeeze Sour Cream

Farmer-owned Hiland Dairy has launched a squeezable package for its all-natural sour cream made with fresh milk and cream. The refreshed container features a space-saving design with a flip-top cap that keeps the bottle upright. It's also the right size to fit in refrigerator doors. By minimizing the amount of air exposure, the design helps to maintain the product's freshness. Hiland's sour cream can be squeezed directly from the package without utensils, making it a convenient and easy-to-use option for topping potatoes, tacos and other foods. In addition, the recyclable rigid bottle is more practical than the previous flexible pouches, which tended to tip over on store shelves or in refrigerators. A 12-ounce bottle retails for a suggested \$2.86.



For More  \$2.86

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### Related Topics

- New Products & Promotions
- Food Labeling/Packaging



# Industry News

## Grocers Agree Real Milk is Still on Top

[See full Hoard's Dairyman article here.](#)

While alternative beverages seem to get more positive press coverage these days than fluid milk sales, dairy team members from two grocery chains acknowledged that milk remains as the major player.

During a panel discussion held at the Dairy Cattle Welfare Council Symposium held in Fort Worth, Texas, a question was raised about the growth of dairy alternatives. Nicole West representing Whole Foods shared that cows' milk sales are significantly larger than any alternatives.



"We are seeing growth in that alternatives category, but dairy still reins," she said. West noted that people may think alternatives are bigger than they are because the category is new and exciting and receives a lot of media buzz, but she said alternatives do not take the place of dairy in a lot of cases.

West recognized that it is hard to change consumer behaviors when they turn away from a product like fluid milk. She said consumers are working to educate themselves more on where food comes from, and they are taking note of details such as animal welfare on farms. She encouraged farmers in the audience to tell their story as a way to help inform consumers about the people and animals behind the dairy products.

Jordan Clark, a director of dairy commodities at Albertsons, shared similar sentiments. Even though the fluid milk trajectory is going downward, he said the category is still enormous. Yet, that doesn't mean we can let fluid milk sales continue to slide. Clark said it will take innovative products to help turn that tide. Meanwhile, the biggest dairy alternative competing with fluid milk, he shared, is bottled water. As for other alternatives, Clark said he sees regions get excited about emerging markets and give them shelf space, but in the end, families are coming into the store to buy groceries, and they need to feed their kids.

"Nutritionally, there is no comparison between milk alternatives and milk," he stated, emphasizing the value of cows' milk.



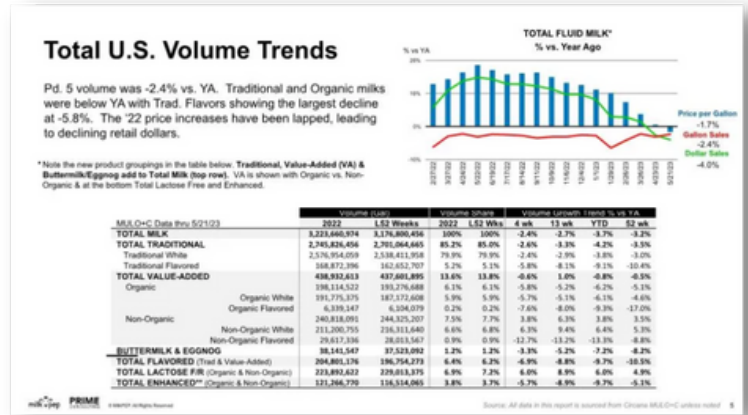
# MilkPEP

## Sales Topline



Period 5 Thru May 21, 2023

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



### Key Takeaways:

- During Period 5, milk volume in Circana-reported retail channels was -2.4% vs. YA, a 1.3-point improvement over the YTD trends.
- Whole milk, representing 45% of the category, grew 0.7% during the latest four weeks. Fat-Free/Skim milk declined -8.4% and now represents only 6% of retail volume sales.
- Milk in grocery/food stores (54% share) dropped -5.1% during this time period, while milk in supercenters/mass (33% share) grew 4.5%. Milk prices are roughly \$1/gal less in supercenters than grocery store averages.
- Lactose free milks increased 6.0% in Period 5
- The alternative Plant beverage category (almond, oat, soy etc.) declined -6.4% YTD thru 5/21.
- USDA (milk in all channels) reporting for March was -0.7% versus YA. Conventional whole milk grew 2.1% in March.



# 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
5/18/2023	Hiland Flavored Milk (PDF)	<a href="#">Download</a>
5/18/2023	June 2023 Product Flyer (PDF)	<a href="#">Download</a>
5/17/2023	Hiland Squeeze Sour Cream (PDF)	<a href="#">Download</a>
5/10/2023	2023 Sales Presentation Template (PPT)	<a href="#">Download</a>
5/5/2023	Hiland Pantry Fresh (PDF)	<a href="#">Download</a>
5/1/2023	April 2023 Hiland Sales Team Communication (PDF)	<a href="#">Download</a>

## 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:

<b>CALCIUM</b>	Helps build and maintain strong bones and teeth.	<b>25%</b> DAILY VALUE	<b>PROTEIN</b>	Helps build and repair tissue. Helps maintain a healthy immune system.	<b>16%</b> DAILY VALUE
<b>VITAMIN D</b>	Helps build and maintain strong bones and teeth. Helps maintain a healthy immune system.	<b>15%</b> DAILY VALUE	<b>PHOSPHORUS</b>	Helps build and maintain strong bones and teeth, supports tissue growth.	<b>20%</b> DAILY VALUE
<b>VITAMIN A</b>	Helps keep skin and eyes healthy; helps promote growth. Helps maintain a healthy immune system.	<b>15%</b> DAILY VALUE	<b>RIBOFLAVIN</b>	Helps your body use carbohydrates, fats and protein for fuel.	<b>30%</b> DAILY VALUE
<b>VITAMIN B12</b>	Helps with normal blood function, helps keep the nervous system healthy.	<b>50%</b> DAILY VALUE	<b>PANTOTHENIC ACID</b>	Helps your body use carbohydrates, fats and protein for fuel.	<b>20%</b> DAILY VALUE
<b>NIACIN</b>	Used in energy metabolism in the body.	<b>15%</b> DAILY VALUE	<b>ZINC</b>	Helps maintain a healthy immune system, helps support normal growth and development and helps maintain healthy skin.	<b>10%</b> DAILY VALUE
<b>SELENIUM</b>	Helps maintain a healthy immune system, helps regulate metabolism and helps protect healthy cells from damage.	<b>10%</b> DAILY VALUE	<b>IODINE</b>	Necessary for proper bone and brain development during pregnancy and infancy; linked to cognitive function in childhood.	<b>60%</b> 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

## 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](mailto: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](mailto: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](mailto:SCarey@hilanddairy.com)  
417-370-6451

Kathy Broniecki, APR  
[KathyB@envoyinc.com](mailto:KathyB@envoyinc.com)  
402-558-0637 ext. 107

Kelly Bentley  
[KBentley@envoyinc.com](mailto:KBentley@envoyinc.com)  
402-558-0637 ext. 129

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

