

May
2023
Sales Team
Communications



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

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.](#)

+3%
Sales Goal

- Hiland's chocolate premium milk is the best tasting in the industry with a cult-like following of fans.
- Chocolate milk is a naturally nutrient-rich way to fuel performance and recovery.
- Milk is a complete protein providing all the amino acids your body needs
- Milk ranks in the top 10 for sales and profitability at retail

Hiland
DAIRY FOODS FARMER OWNED

FLAVORED MILK
June's Featured Product

thehilandsaleshome.com/goal-flyers

Hiland
DAIRY FOODS FARMER OWNED

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!

Lemonade Contest



We had 25 winners total and the overall winner based on 5 judges' combined scores was Beth Essman from Kansas City.

Most displays were similar in appearance and winners were determined by:

- Number of store displays (40%)
- Appearance (30%) and
- Total display footage (30%)

Beth had a total of 18 stores with 163 feet of impactful displays! Congratulations, Beth! And great work to all who participated!

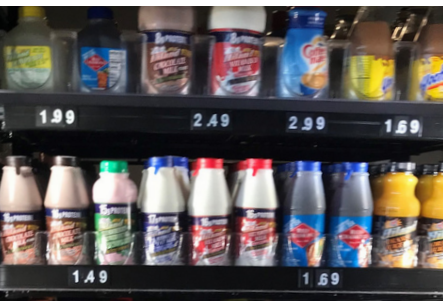


QuikTrip Opens 1000th Store

QuikTrip #4027, located at 933 S. Seguin Rd, Converse, TX 78109, opened April 27, 2023. This is the 70th store in the Austin/San Antonio division and the 43rd in the San Antonio Market.

In recognition of this milestone, Hiland, Belfonte, and Prairie Farms are presenting QuikTrip's corporate offices with commemorative clocks.

Good job to the teams that have worked hard to foster this relationship. We are proud to have our products in QT!



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.



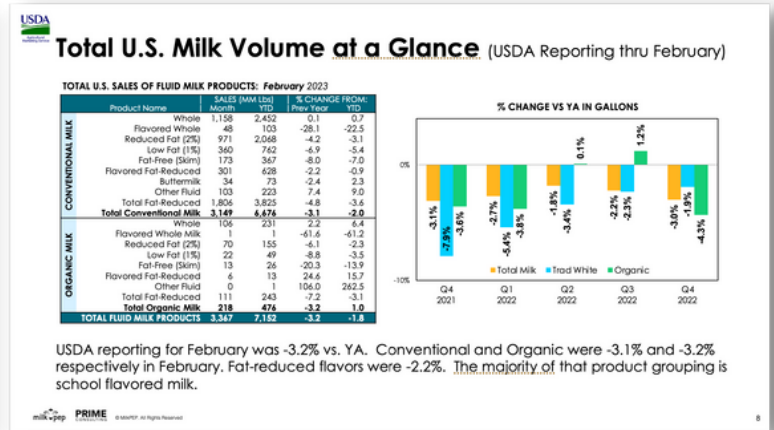
MilkPEP

Sales Topline



Period 4 Thru April 23, 2023

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



Key Takeaways:

- During Period 4, milk volume in IRI-reported channels was -3.1% vs. YA, a 1-point improvement over Periods 1-3. Dollar sales declined -2.7% and the price per gallon increased +0.5% versus the prior year.
- Traditional milk volume declined -3.8%, while Lactose Free milk volume increased +9.8% during period 4.
- Milk in grocery/food stores dropped -5.7% during the last four weeks, while milk sales in supercenters/mass grew 3.8%. This represents consumer switching where they shop, driven in part by value prices for shopping baskets as a whole.
- The alternative Plant beverage category (almond, oat, soy etc.) declined -6.1% YTD thru 4/23.
- USDA (milk in all channels) reporting for February was -3.2% versus YA. The bright spots for the category were conventional whole milk growing 0.1% and Organic whole milk up 2.2% during February.



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)	Download
5/18/2023	June 2023 Product Flyer (PDF)	Download
5/17/2023	Hiland Squeeze Sour Cream (PDF)	Download
5/10/2023	2023 Sales Presentation Template (PPT)	Download
5/5/2023	Hiland Pantry Fresh (PDF)	Download
5/1/2023	April 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:

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 FARMER OWNED

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

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417-370-6451

Kathy Broniecki, APR

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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.

