

February
2024
Sales Team
Communications



TheHilandSalesHome.com



New Influencers

Brit Kapustina of Whisked Away Kitchen

Locally Sourced: Farm to Table

I grew up in rural Nebraska in a small town surrounded by fields of corn and endless gravel roads. With a grandfather who worked as a farmer, farm-to-table wasn't merely a trend but a deeply rooted aspect of our daily life.

Summers were spent waiting for the sweet corn patch to reach its peak so we could pick and husk the harvest, making sure to freeze enough for the year ahead. And winters brought cozy gatherings around hearty Midwestern dishes, where meat from our own farm or the local butcher claimed the starring role.

This commitment to prioritizing locally sourced ingredients and honoring the work that goes into growing them has always formed the foundation of our recipes at Whisked Away Kitchen.

[View Website](#)

[Follow on Instagram](#)



New Influencers



Vianney Rodriguez of Sweet Life

Welcome to Sweet Life!

Hi, I'm Vianney Rodriguez, the founder, recipe developer and South Texas foodie behind Sweet Life.

I'm also the Author of Latin Twist, a collection of nearly 100 delicious Latin-inspired cocktails and the The Tex-Mex Slow Cooker, a gorgeous cookbook filled with 100 incredible Tex-Mex recipes that you can easily make at home in your slow cooker.

Sweet Life is a celebration of my life in South Texas and an exploration South Texas food and culture. Simply put, Sweet Life is a delicious blend of the culture and flavors from my life.

On Sweet Life, I share my passion for good food and experiences and memories celebrated with family, through travel, entertaining and soul satisfying meals together with family. And every post here on Sweet Life is filled with the vibrant culture and food of South Texas. As a proud Tejana, I invite you to join me on this journey and to experience all the rich culture that Texas has to offer.

[View Website](#)

[Follow on Instagram](#)



Monthly Sales Goal Flyers

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

[View Goal Flyers here.](#)

Posters
now
available!

Lactose Free
March's Featured Products

+5%
Sales Goal

Bonus Item

Hiland 100% Lactose Free CHOCOLATE MILK
Hiland 100% Lactose Free VITAMIN D MILK
Hiland 100% Lactose Free 2% REDUCED FAT MILK

- The lactose free milk market is projected to register a compound annual growth rate of 9.41% during the forecast period, 2022-2027.
- About 36% of the U.S population has issues digesting lactose.
- Lactose-free milk provides the same 13 essential nutrients as regular milk.
- We offer several varieties of milk fat and sizes of lactose-free milk, including half pints.

Hiland
DAIRY FOODS FARMER OWNED

Locally Made.
Naturally Delicious.™

thehilandsaleshome.com/goal-flyers

Hiland
DAIRY FOODS FARMER OWNED

Spring Egg Nog



Available Now!

Clings and danglers are available. Contact Greg Stephenson to order point-of-sale materials.

[Download sales sheet](#)

Spring is Here!

Celebrate with Hiland's Spring Egg Nog.

LIMITED TIME!

Scan to make Lemon Egg Nog Pound Cake!

Locally Made. Naturally Delicious.™

HilandDairy.com



Hiland Dairy Unveils Thrilling New Ice Cream Flavor Inspired by Silver Dollar City's New Indoor Roller Coaster **Fire in The Hole**

[Download
Sales
Sheet](#)



[Read Press
Release](#)



Locally Made.
Naturally Delicious.™

HilandDairy.com

This thrilling new treat features creamy marshmallow-flavored ice cream, luxurious chocolate ribbons, and crunchy graham cracker pieces reminiscent of a classic s'more.

Nielsen IQ

Prairie Farms and Hiland teams are implementing the insightful Nielsen IQ Byzzer tool. Sarah and Kathy are currently in the process of mastering the system. Once proficient, they can furnish comprehensive market data on the Hiland brand, including demand specifics, surpassing what was previously available through IRI. This invaluable tool promises to enhance sales team interactions with customers significantly. Keep an eye out for further updates!

HILAND (HILAND DAIRY INC/DIV PRAIRIE FARMS) buy rate at Outlets is \$15.3, up 1.1% vs. last year

Shopper Performance Drivers



Loyal Brand Shoppers 59.8%

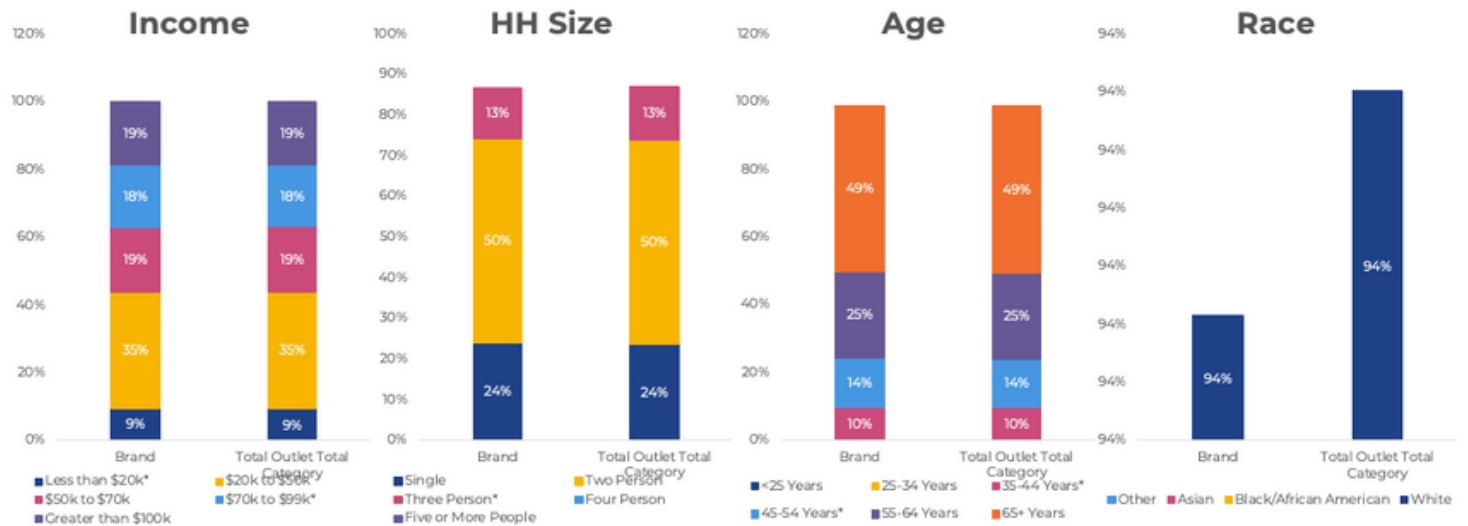
Of all the buyers who bought HILAND (HILAND DAIRY INC/DIV PRAIRIE FARMS), 59.8% are brand loyal, meaning 65%+ of their spend is on the brand.

2+ Time Buyers 54.6%

54.6% of buyers who purchase HILAND (HILAND DAIRY INC/DIV PRAIRIE FARMS), have purchased those products 2 or more times in Outlets.

The top two demographics for HILAND (HILAND DAIRY INC/DIV PRAIRIE FARMS) are Race - White and Size of Household - Two Person

Demographic Profile : Percent of Households



New POS

The great taste you LOVE,



now has a **FRESH LOOK!**

New Point-of-Sale Materials
Clings, danglers, shelf strips,
and elastitags!

- Gallon milk
- Yogurt
- Whipped Cream Aerosol
- Buttermilk
- New culture packaging
- Borden Texas in Spanish

Contact Greg S. to order

The Perfect Topping
to any Dessert

Hiland
DAIRY FOODS **FRESH**

Locally Made.
Naturally Delicious.™

HilandDairy.com

Scan for Dessert Inspiration

Spread Joy
with Hiland
Cream Cheese

Hiland
DAIRY FOODS **FRESH**

Locally Made.
Naturally Delicious.™

HilandDairy.com

Scan for Inspiration

NEW PACKAGE!

The Sour Cream
You Love Is
Now Squeezable!

Hiland
DAIRY FOODS **FRESH**

Locally Made.
Naturally Delicious.™

Bake with the
Best

Get the recipe for this Dark
Chocolate Mousse Cake
and much more by signing
up for Hiland's FREE
Indulgent Email Series.

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Naturally Delicious.™

Scan to
subscribe!

The great taste
you LOVE,
now has a
FRESH LOOK!

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La leche que amas ahora
tiene un nuevo nombre.

Hiland
DAIRY FOODS **FRESH**

Hecho localmente.
Naturalmente delicioso.™

BORDEN
REDUCED FAT
2% MILK

**¡CHOCOLATE
TAMBIÉN!**

Hiland
DAIRY FOODS **FRESH**

Locally Made.
Naturally Delicious.™

The great taste
you LOVE,
now has a
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“One More Door” Tool

The One More Door (OMD) Tool is a powerful resource for processors to drive milk sales in grocery and supercenters through better space and service.

The new OMD tool includes:

- Updated audit data from 1,100+ stores. Milk case space performance from grocery chains, Walmart, and Target stores across the country
- Adjacencies. Mid-week audit data of categories next to milk
- Shelf stocking. Front and rear analysis of resulting sales
- Expanded retailer reporting
- Extensive library of photos
- Comparative data (i.e., milk vs. alts – square foot sales)

[Download “One More Door” Tool](#)

Incremental Profit from Giving Milk <i>One More Door</i>				
Region:		Banner:		
Outlet:		State:		
	Weekly Sales /Aisle Ft.	Milk Gross Margin (%)	GM / Aisle Ft.	GM % Needed to Match Milk
Milk	#N/A	25%	#N/A	
JUICES/DRINKS - RFG	#N/A	40%	#N/A	#N/A
if space payment of		\$1,000 per door	\$ 7.69	#N/A
then total GM is roughly		#N/A	#N/A	#N/A
Margin from switching door		#N/A		per week in increm. GM



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 spots
now
available!

New Updates

Date	File	Download
2/27/2024	Fire in The Hole Ice Cream Sales Sheet (PDF)	Download
2/27/2024	Rich's Ice Cream Sales Sheet (PDF)	Download
2/16/2024	March 2024 Product Poster (PDF)	Download
2/16/2024	March 2024 Product Flyer (PDF)	Download
2/14/2024	Hiland Spring Egg Nog Sales Sheet (PDF)	Download

Materials Update



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

[CLICK HERE TO
VIEW AND
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 click here to view catalog and order.](#)

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

Please contact Greg Stephenson to order.



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



Materials



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!

Greg Stephenson
Sales Specialist

gstephenson@hilanddairy.com

- Contact Greg Stephenson to get promo items, marketing materials, and coupons shipped to your location.

Bridget Hudson
Marketing Specialist

bhudson@hilanddairy.com

- Contact Bridget Hudson for business card requests and event signage.

If you have a positive or negative circumstance that you believe would make it to the media, please contact Kathy and Sarah. We love to work with the media by writing press releases that protects the Hiland brand reputation.

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 Harvey
KHarvey@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.

