

January 2024 Sales Team Communications



TheHilandSalesHome.com



McClelland Cup



Congratulations to the Omaha team on their big win!

Introducing Chef Brooks

Thanks to the Arkansas team for lining up our latest influencer partnership with Arkansas favorite, Chef Brooks. We're excited to welcome a new voice to our team of influencers!

[Read Press Release](#)



COOK
WITH

Chef Brooks!

Get delicious recipes
from Arkansas'
favorite local chef.

Hiland
DAIRY FOODS FARMER OWNED



Locally Made.
Naturally Delicious.™

hilanddairy.com/chefbrooks

Hiland
DAIRY FOODS FARMER OWNED

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.](#)

Yogurt
February's Featured Product

+6%
Sales Goal

- We can offer yogurt in many sizes, flavors, and varieties
- Approx 45 million Americans change their diet at the new year
- About a gram of protein per ounce
- Probiotics boost gut health and immune system
- Some popular flavors: strawberry, black cherry, blueberry

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Posters
now
available!

thehilandsaleshome.com/goal-flyers

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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.
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Scan for Inspiration!

NEW PACKAGE!

The Sour Cream
You Love Is
Now Squeezable!

Hiland
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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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DAIRY FOODS **FRESH**

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Naturally Delicious.™

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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
FRESH LOOK!

Hiland
DAIRY FOODS **FRESH**

Locally Made.
Naturally Delicious.™

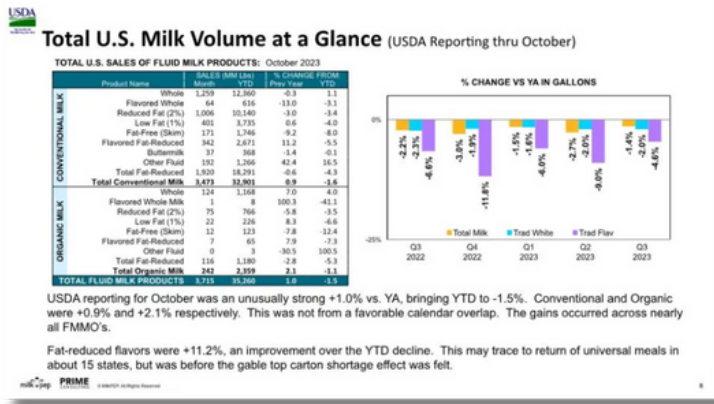
HilandDairy.com



MilkPEP Sales Topline

MilkPEP Sales Topline through 12.31.23

[Download report here.](#)



Key takeaways:

- Retail volume for total milk in Period 13 improved by +0.1pts vs. FY trends.
- Traditional white milk volume trends declined in P13 to -3.6% bringing the FY trend to -3.0%.
- Traditional flavored milk volume trends continued to improve at close to flat (-0.6%) bringing the FY trend to -5.2%
- Value-Added Milk volume is up 1.4% in the L4wks weeks, bringing the full-year trend to close to flat (+0.4%).
- Alternative beverages continue to decline -6.6% in the FY volume trend led by almond.





“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
01/23/2024	2024 Hiland Chocolate Milk 30-Second Spot (MP3)	Download
01/23/2024	2024 Hiland Employment 15-Second Spot (MP3)	Download
01/23/2024	2024 Hiland Farmer Owned 30-Second Spot (MP3)	Download
01/23/2024	2024 Hiland Heritage 30-Second Spot (MP3)	Download
01/23/2024	2024 Hiland Nutritional Value 30-Second Spot (MP3)	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.

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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,
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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.

