

May  
2024  
Sales Team  
Communications



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



POS  
materials  
available!

**SUMMER**  
**SIPS**  
*and Snacks*  
**SWEESTAKES**



**Promotional Period: June 10 - July 21, 2024**

The "Summer Sips and Snacks" Sweepstakes invites consumers to showcase their culinary creativity by submitting their best summer recipes in three categories: desserts, drinks, and entrees. Each recipe must incorporate at least one Hiland Dairy product. This contest aims to build user-generated content, foster community engagement, and deepen consumer loyalty by highlighting the versatility of Hiland Dairy products. Consumers can win a summer supply of Hiland Dairy products, including milk, ice cream, and other dairy snacks – and the best recipes could be featured in a Hiland Dairy Summer Recipe eBook.

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 where consumers can submit their recipe, sign up for a chance to win Hiland Dairy coupons, and more. .

### **Goals/Objectives:**

This promotion aims to engage consumers by encouraging them to submit their original summer recipes featuring Hiland Dairy products, increasing brand awareness and product usage during the summer season.

[HilandDairy.com/Summer](https://HilandDairy.com/Summer)




## 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



 Locally Made. Naturally Delicious.	JUNE				JULY				AUGUST					
	3	10	17	24	1	8	15	22	29	5	12	19		
General markets: Nebraska, Oklahoma, Kansas City, Springfield, Joplin, Des Moines, Wichita, Little Rock, Fay/Ft. Smith														
<b>DIGITAL</b>														
<b>DISPLAY/NATIVE</b>														
Native ads placed within cooking, baking and summer specific verticals														
<b>VIDEO</b>														
Pre-roll & CTV video within food and summer content														
<b>PAID SOCIAL MEDIA</b>														
Image & Video ads on Meta, Pinterest & TikTok														
<b>AUDIO</b>														
Programmatic streaming audio across radio, podcasts, etc.														
<b>BROADCAST</b>														
<b>PROGRAMMATIC TV</b>														
Thirty-second ad placements targeting Women 25-54 IN Omaha, OKC, Little Rock and KC														

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/Summer](https://HilandDairy.com/Summer)



# 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.](#)

[Check out the recipe from the cover image for Strawberry Milk Panna Cotta. YUM.](#)



Posters  
now  
available!

## Flavored Milk

*June's Featured Product*

**+5%**  
*Sales Goal*

June bonus product:  
All variations of Strawberry Milk

- 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

Locally Made.  
Naturally Delicious.™

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



# Consumer Trends

Kathy recently gave a presentation about consumers and shopping habits in the food and beverage industry, here are some interesting takeaways.

## Frequency of Shopping Trips

- **Average Shopping Trips:** Consumers typically make 1-2 weekly grocery shopping trips.
- **Primary Stores Visited:** The majority prefer major grocery chains and supercenters for bulk shopping.
- **Secondary Stores:** Visit specialty stores or farmers' markets for specific items like organic or locally sourced products.



envoyfresh.com



## Weekly Shopping Costs

- **Average Weekly Spend:** Consumers spend an average of \$150-200 per week on groceries.
- **Impact of Inflation:** Food prices have risen by an average of 10% in the past year, affecting overall grocery budgets.



envoyfresh.com



# Consumer Trends

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## Number of Stores Visited

- **Multiple Store Visits:** Approximately 65% of consumers visit 2-3 stores weekly to find the best deals and variety.
- **Strategic Shopping:** Consumers are increasingly strategic, comparing prices online before visiting stores.

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



## Focus on the Dairy Department

- **Regular Visits:** Over 80% of shoppers visit the dairy department during grocery trips.
- **Top items include milk, cheese, yogurt, and butter.**
- **There is a rising demand for plant-based dairy alternatives and lactose-free products.**



# Consumer Trends

Kathy recently gave a presentation about consumers and shopping habits in the food and beverage industry, here are some interesting takeaways.

## Consumer Spending in the Dairy Department

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- Consumers spend an average of \$20-30 per week on dairy products.
- There is a higher sensitivity to price changes in staple items like milk and cheese.
- Despite high costs, brand loyalty remains strong for trusted dairy brands.



# Sales Topline Report



[Download "Period 4" Topline Report](#)

## Key Takeaways:

- Retail volume for total milk in Period 4 grew +0.5% led by increases in buyers and purchase size.
- Traditional white milk volume trends declined -0.5% offset by increases in purchase size and buyers.
- Traditional flavored milk volume trends grew +1.0% led by increases in buyers and units per trip.
- Value-added milk volume grew +5.3% led by increases in trips and buyers.
- Alternative beverages declined -6.0% led by decreases in trips and buyers.

## Period 4 Report Summary

In Pd. 4, milk volume in the expanded Circana-tracked channels was +0.5% vs. YA. **The Circana reporting now includes both ALDI and Costco** (with history). Since both chains have been outperforming competitors, the effect of including them in the data is to lift the trend vs. YA (even with the history being included).

Traditional White was -0.5% and Organic milks were +2.4%, while Lactose Free recorded +9.5% growth.

These groupings are carried throughout the Topline, and are organized by the category segments shown below. Period 4 volume results vs. YA. were:

<b>Traditional Milk</b>	<b>-0.4%</b>	<b>Value-Added</b>	<b>+5.3%</b>
White	-0.5%	Organic	+2.4%
Flavored	+1.0%	Non-Organic	+8.2%
<b>Buttermilk/Eggnog</b>	<b>-3.6%</b>	<b>Lactose Free</b>	<b>+9.5%</b>
		(part of Value-Added)	



Circana Labels:  
**Multi-Outlet+** includes Costco  
**Multi-Outlet+ with Conv.** adds the C-store channel and represents the broadest reporting from Circana.  
**All reporting is Multi-Outlet+ with Conv. unless otherwise noted.**



# New POS

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

- Summer Promo
- Almond Milk New Packaging
- Gallon milk
- Yogurt
- Whipped Cream Aerosol
- Buttermilk
- New culture packaging
- Borden Texas in Spanish

[Click to view and order!](#)

The great  
taste you  
**LOVE,**



now has a  
**FRESH  
LOOK!**

The Perfect Topping  
to any Dessert

Locally Made.  
Naturally Delicious.™  
HilandDairy.com

Scan for  
Dessert  
Inspiration!

Spread Joy  
with Hiland  
Cream Cheese

Locally Made.  
Naturally Delicious.™  
HilandDairy.com

**NEW  
PACKAGE!**

The Sour Cream  
You Love Is  
Now Squeezable!

Locally Made.  
Naturally Delicious.™  
HilandDairy.com

Hiland Dairy  
Almond Milk

Now in a Sleek **New** Package!

Fresh Packaging. Same Great Taste!

Locally Made.  
Naturally Delicious.™  
HilandDairy.com

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

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**SUMMER  
SIPS and Snacks  
SWEEPSTAKES**

Submit your tastiest recipe  
using Hiland Dairy products  
and you could WIN BIG!

Hiland  
DAIRY FOODS

HilandDairy.com/Summer



# 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.

Be sure to use the search tool on the Hiland Sales Home if you can't find what you're looking for!

What's new this month?

## New Updates

Date	File	Download
5/17/2024	Fresh Half & Half - Pint (PDF)	<a href="#">Download</a>
5/17/2024	Half & Half - Half Gallon (PDF)	<a href="#">Download</a>
5/17/2024	Whipping Creams (PDF)	<a href="#">Download</a>
5/15/2024	Hiland Flavored Milk (PDF)	<a href="#">Download</a>
5/9/2024	Ice Cream Cookie Sandwiches Sales Sheet (PDF)	<a href="#">Download</a>

## Point-of-Sale Materials

NEW Point-of-Sale  
Materials Catalog  
Available!

[CLICK HERE TO VIEW  
AND ORDER](#)



### Point of Sale Catalog

Browse the different POS materials offered by the marketing department and place orders for your stores, clients, etc.



# 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



# 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](mailto:gstephenson@hilanddairy.com)

- Contact Greg Stephenson to get coupons shipped to your location.

**Bridget Hudson**  
**Marketing Specialist**

[bhudson@hilanddairy.com](mailto: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

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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.

