

# November 2024 Sales Team Communications



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





*happy holidays!*

**ENVOY** fresh

Bringing Food Brands to Life

# Gratitude & Goodness

Holiday Consumer Promotion Nov 11 - Dec 15



## Results to Date:

- Over 9,500 total entries!
- Over 3,000 email subscriptions
- Over 1,000 new Pinterest followers

Promotional Period: November 11, through December 15, 2024

## Campaign Overview:

Hiland Dairy is launching the Gratitude and Goodness holiday campaign, which brings warmth, comfort, and deliciousness to households across our markets this holiday season. This campaign celebrates what the holidays mean to our consumers: sharing, caring, and expressing gratitude through food and family moments. We are inviting consumers to engage with our products and feel a deeper connection with the Hiland Dairy community.

During the holidays, consumers seek brands that help them create meaningful moments. Gratitude and Goodness embodies Hiland Dairy's commitment to offering high-quality products that enhance family traditions and holiday gatherings. This campaign reflects our brand's sense of community and care by making it easy for consumers to enjoy delicious meals, save with exclusive deals, and win exciting prizes—all while sharing the spirit of gratitude that defines the season.



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



# 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!

## Egg Nog *December's Featured Products*



+10%  
Sales Goal



- Hiland Egg Nog is more than a drink; it's a holiday tradition. Each year, families seek it out to add a comforting, nostalgic touch to their celebrations.
- With its creamy richness and authentic flavor, Hiland Dairy Egg Nog brings the holiday spirit to life.
- Perfect for cozy gatherings, as a seasonal treat, or even as a baking ingredient, it's the ultimate indulgence for this special time of year.
- Consumers seek Hiland's egg nog knowing it is only available only for a limited time!

**Hiland**  
DAIRY FOODS FARMER OWNED

Locally Made.  
Naturally Delicious.™

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

**Hiland**  
DAIRY FOODS FARMER OWNED

# New Ice Cream Packages

As we discontinue the ice cream square packaging, new scround packaging has been created to replace the old packaging.  
[New Sales Sheets Here](#)

Family Pak makeover point-of-sale materials available!



## LIGHT ICE CREAM

HILAND'S LIGHT ICE CREAM SCROUNDS ARE A GUARANTEED CROWD PLEASER WITH 44% LESS FAT AND 12% FEWER CALORIES IN 11 TIMELESS FLAVORS.

Hiland's Light Ice Cream line includes the classic flavors: Vanilla, Chocolate, Strawberry, Black Walnut, Cherry Vanilla, Chocolate Chip, Chocolate Chip Cookie Dough, Cookie Overload, Mint Chocolate Chip, Nearpolitan, Peanut Butter Chocolate, Peppermint Stick, and Strawberry Cheesecake.

[HILANDDAIRY.COM](http://HILANDDAIRY.COM)



## PREMIUM ICE CREAM

HILAND'S PREMIUM ICE CREAM SCROUNDS ARE A GUARANTEED CROWD PLEASER WITH RICH 10% MILK FAT CREAM AND 16 IRRESISTIBLE ICE CREAM FLAVORS!

Premium Ice Cream flavors include Homemade Vanilla, Old Fashioned Vanilla, Butter Brickle, Butter Pecan, Caramel Waffle Cone, Cherry Cheesecake, Cherry Chocolate Chunk, Chocolate Brownie Fudge, Fire in the Hole, Moose Tracks, Chocolate Moose Tracks, Outlaw Run, Rocky Road, Sea Salt Caramel Espresso, Time Traveler, and Turtle Sundae.

[HILANDDAIRY.COM](http://HILANDDAIRY.COM)



# Top-Line Report



[Download Report](#)

MilkPEP Sales Topline Period 10 Through 10.6.24

## Key Takeaways:

- Total Milk volume for Period 10 was flat at -0.1%, with growth in Value-Added Milk balancing out the declines in Traditional Milk.
- Traditional White Milk volume declined -1.2%, with losses in Grocery and Convenience outpacing national performance.
- Flavored Milk volume dropped by -2.2%, primarily due to Traditional Flavored Milk.
- Value-Added Milk volume climbed by +7.0% due to growth in Organic and double-digit increases in Lactose Free and Health Enhanced.
- Alternative beverage volume continues declining at -4.7%, mainly due to decreases in Almond sales and slowing growth of Oat and Coconut.

## Period 10 Report Summary

In Pd. 10, milk volume in the expanded Circana-tracked channels was -0.1%, bringing YTD to +0.1% vs. YA. Traditional White was -1.2% vs. YA, and Traditional Flavors were -3.6%.

Value-Added milk segments rose +7.0% as Organic milk was +3.5% and Lactose Free recorded +10.8% growth.

Period 10 volume results vs. YA were:

<b>Traditional Milk</b>	<b>-1.3%</b>	<b>Value-Added</b>	<b>+7.0%</b>
White	-1.2%	Organic	+3.5%
Flavored	-3.6%	Non-Organic	+10.5%
<b>Buttermilk/Eggnog</b>	<b>-5.8%</b>	<b>Lactose Free</b>	<b>+10.8%</b>
		(part of Value-Added)	



Circana labels:

**Multi-Outlet+** includes Costco and ALDI  
**Multi-Outlet+ with Conv.** (C-stores)  
represents the broadest reporting from Circana.

**All reporting is Multi-Outlet+ with Conv. unless otherwise noted.**

# Top-Line Report



[Download Report](#)

MilkPEP Sales Topline Period 11 Through 11.3.24

## Key Takeaways:

- Total Milk Volume in Period 11 declined -1.7%, offset by growth in Lactose Free/Reduced and Health-Enhanced segments.
- Traditional White Milk volume dipped -2.2%, with continued challenges in Grocery and Convenience.
- Flavored Milk volume declined -4.4%, with 5 of 6 regions down this past month.
- Value-Added Milk volume growth slowed to +3.3%, caused largely by recent pricing headwinds in Organic.
- Alternative beverage volume is down -5.2% YTD, driven by declines in Almond, Soy, and softening in Oat.

## Period 11 Report Summary

In Pd. 11, milk volume in the expanded Circana-tracked channels was -1.7%, bringing YTD flat (0.0%) vs. YA. Traditional White was -2.2% vs. YA, and Traditional Flavors were -4.4%.

Value-Added milk segments rose +3.3% as Organic milk was -2.6%, a 6pt. drop vs. Pd. 10 as prices rose due to supply issues. Lactose Free recorded +6.2% growth.

Period 11 volume results vs. YA were:

<b>Traditional Milk</b>	<b>-1.7%</b>	<b>Value-Added</b>	<b>+3.3%</b>
White	-2.2%	Organic	-2.6%
Flavored	-4.4%	Non-Organic	+9.0%
<b>Buttermilk/Eggnog</b>	<b>-14.5%</b>	<b>Lactose Free</b>	<b>+6.2%</b>
		(part of Value-Added)	



Circana labels:

**Multi-Outlet+** includes Costco and ALDI  
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# Available POS

## Point-of-Sale Materials

Clings, danglers, shelf strips, and elastitags!

- New Family Pak Packages
- Squeeze Sour Cream
- Buttermilk
- Heavy Whipping Cream
- Butter
- Holiday
- Fall Milks
- Cream Cheese
- New culture packaging
- Almond Milk New Packaging

[Click to view and order!](#)





# Lactose Free Products

Please be sure you are utilizing the point-of-sale materials available to you for promoting these products in stores.

## Fresh LF Milk

- Elastitags - \$1 OFF
- Shelf strips
- Clings
- Redirectional clings \*to be used on LF door to redirect consumers when placement is with fresh milks and not LF section\*
- Danglers

## LF Culture

- Clings
- Danglers

**GREAT TASTE**  
With ALL of the Nutrients  
and NONE of the Lactose

**New**

**Hiland**  
DAIRY FOODS FARMER OWNED

Locally Made.  
Naturally Delicious.™

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

**Lactose Free**

**GREAT TASTE**  
NONE of the Lactose

**New**

**Hiland**  
DAIRY FOODS FARMER OWNED

Locally Made.  
Naturally Delicious.™

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

**Lactose Free**

**ALL of the Protein,**  
**NONE of the**  
**Lactose**

**New**

**Hiland**  
DAIRY FOODS FARMER OWNED

Locally Made.  
Naturally Delicious.™

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

**SAVE NOW**  
**\$1.00 OFF**  
Any Lactose Free  
Milk Gallon

**Lactose Free**  
is Now **FRESH**  
Look for These,

**New**

**With the Other Hiland Milks.**

**Hiland**  
DAIRY FOODS FARMER OWNED

Locally Made.  
Naturally Delicious.™

Read More

**GREAT TASTE**  
With ALL of the Nutrients  
and NONE of the Lactose

**New**

**Hiland**  
DAIRY FOODS FARMER OWNED



# 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
10/10/2024	December 2024 Product Flyer (PDF)	<a href="#">Download</a>
10/10/2024	December 2024 Product Poster (PDF)	<a href="#">Download</a>
11/11/2024	Family Pak Sales Sheet (PDF)	<a href="#">Download</a>
11/11/2024	48oz Frozen Yogurts Sales Sheet - Email Friendly (PDF)	<a href="#">Download</a>
11/11/2024	Light 48oz Ice Creams Sales Sheet - Email Friendly (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.

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



# 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.

