November 2024 Sales Team Communications





TheHilandSalesHome.com







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





Monthly Sales Goal Flyers

HADO

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.

Egg Nog December's Featured Products

AL

Posters now available!

- 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!



+10%

Sales Goal

Locally Made. Naturally Delicious.[™]



thehilandsaleshome.com/goal-flyers

New Ice Cream Packages

As we discontinue the ice cream square packaging, new scround packaging has been created to replace the old packaging. <u>New Sales Sheets Here</u> 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, Neapolitan, Peanut Butter Chocolate, Peppermint Stick, and Strawberry Cheesecake.

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.

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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:

Traditional Milk-1.3%White-1.2%Flavored-3.6%

Buttermilk/Eggnog -5.8%

Non-Organic +10.5% Lactose Free +10.8% (part of Value-Added)

Value-Added

Organic



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.**

milk pep PRIME OMARDE AI Rights Reserved

Note: Circana reporting now includes both ALDI and Costco with history. Both chains have been outperforming competitors, so the effect of including them is to lift the trend vs. YA by roughly 1.0 point vs. YA (even with the history being included).

+7.0%

+3.5%





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:

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milkunen

Traditional Milk	-1.7%	Value-Added	+3.3%
White	-2.2%	Organic	-2.6%
Flavored	-4.4%	Non-Organic	+9.0%
Buttermilk/Eggnog	-14.5%	Lactose Free	+6.2%
		(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.

Note: Circana reporting now includes both ALDI and Costco with history. Both chains have been outperforming competitors, so the effect of including them is to lift the trend vs. YA by roughly 1.0 point vs. YA (even with the history being included).





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!

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















<u>thehilandsaleshome.com</u>

Lactose Free Products

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

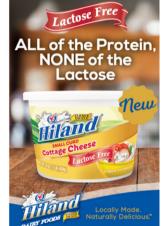
Fresh LF Milk

- 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



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





Lactose Free

is Now FRESH

Look for These.

With the Other Hiland Milks.

Delicious

Read More

New

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)	Download	
10/10/2024	December 2024 Product Poster (PDF)	Download	
11/11/2024	Family Pak Sales Sheet (PDF)	Download	
11/11/2024	48oz Frozen Yogurts Sales Sheet - Email Friendly (PDF)	Download	
11/11/2024	Light 48oz Ice Creams Sales Sheet - Email Friendly (PDF)	Download	

Point-of-Sale Materials

NEW Point-of-Sale Materials Catalog Available!

CLICK HERE TO VIEW



Locally Made. Naturally Delicious.™

Point of Sale Catalog

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



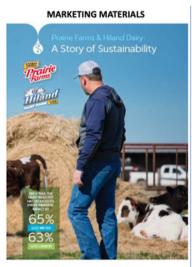
thehilandsaleshome.com

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.





SUSTAINABILITY FOLDER

H. R. MATERIALS

iring Drivers!

 Home Every Night **Competitive Pay** Great Benefits

Dairy.com/Company/Careers NOW HIRING DRIVERS POSTCARD



DRIVEN BY CARE (CAN REQUEST)



EVENT MATERIALS – FLOOR BANNERS





SUSTAINABLE COW (CAN REQUEST)





thehilandsaleshome.com

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 <u>gstephenson@hilanddairy.com</u>

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

Bridget Hudson Marketing Specialist <u>bhudson@hilanddairy.com</u>

• 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 <u>SCarey@hilanddairy.com</u> 417-370-6451

Kathy Broniecki, APR <u>KathyB@envoyinc.com</u> 402-558-0637 ext. 107 Kelly Harvey <u>KHarvey@envoyinc.com</u> 402-558-0637 ext. 129

We've added a Comments/Suggestions form to <u>thehilandsaleshome.com</u>. You can use this to submit product suggestions, marketing ideas, general feedback, etc.

