

October 2024 Sales Team Communications

Eggnog Apple Bread Pudding

Hiland's Halloween Eggnog is out and is the perfect addition to Fall recipes. Flavors include a mix of vanilla, nutmeg and cinnamon which is exactly what Fall is made from.



TheHilandSalesHome.com

Gratitude & Goodness

Kicks Off The Holiday Consumer Promotion Nov 11



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

Key Campaign Components:

- Holiday Sweepstakes:**
 - Grand Prize: Le Creuset Signature Cast Iron Chef's Oven, 7.5qt (\$300 Value) and Free Hiland Dairy Product Coupons (\$200 Value).
- Recipe Sharing & Holiday Tips:**
 - Consumers can discover delicious holiday recipes and helpful planning tips at HilandDairy.com/Goodness
 - A Hosting the Holidays email series is available for sign up offers expert tips to help make entertaining stress-free and enjoyable.
- Exclusive Coupons & Discounts:**
 - Digital coupons will be available, giving consumers cost-effective ways to bring Hiland Dairy products into their holiday celebrations.

Target Audience:

- Primary: Families and holiday hosts in Hiland Dairy's markets
- Secondary: Cooking enthusiasts and loyal consumers seeking recipes to elevate their holiday meals.

Campaign Goals:

- Boost Consumer Engagement: Inspire participation through recipe submissions, social media shares, and sweepstakes entries.
- Increase Brand Awareness: Reinforce Hiland Dairy as a trusted part of the holiday meal prep process.

Media Schedule Overview:

- General Markets (Nebraska, Oklahoma, Kansas City, Springfield, Joplin, Des Moines, Wichita, Little Rock, Fayetteville/Fort Smith)**
 - Display & Native Ads: Placed within cooking, holiday, and entertainment content.
 - Video: Pre-roll and CTV video placements within holiday-themed content.
 - Paid Social Media: Image and video ads across Facebook, Instagram, Pinterest, and TikTok.
 - Audio: Programmatic streaming audio across radio, podcasts, and music platforms.
- Texas Markets (Houston, Dallas-Fort Worth, Austin, San Antonio, Corpus Christi, Harlingen, Laredo, Tyler-Longview, Shreveport, LA, Monroe, LA)**
 - Display & Native Ads: Similar placement within cooking, holiday, and entertainment verticals.
 - Programmatic TV: Targeted linear TV in major Texas markets: DFW (40%), San Antonio (30%), and Houston (30%).
 - Video: Pre-roll and CTV ads.
 - Paid Social Media: Image and video ads across Facebook, Instagram, Pinterest, and TikTok.
 - Audio: Programmatic streaming audio.

		NOVEMBER		DECEMBER	
		4	11 18 25	2	9 16 23
MARKETS General markets: Nebraska, Oklahoma, Kansas City, Springfield, Joplin, Des Moines, Wichita, Little Rock, Fayetteville					
DIGITAL					
DISPLAY/NATIVE	Display & Native ads placed within cooking, holiday and entertainment verticals				
VIDEO	Pre-roll & CTV video within holiday content				
PAID SOCIAL MEDIA	Image & Video ads on Facebook, Instagram, Pinterest & TikTok				
AUDIO	Programmatic streaming audio across radio, podcasts, etc.				
		GENERAL MARKET SPEND			
		TV	SPEND		
		DISPLAY	\$12,000		
		VIDEO	\$10,000		
		PAID SOCIAL	\$10,000		
		AUDIO	\$10,000		
		TOTAL SPEND	\$42,000		

		NOVEMBER		DECEMBER	
		4	11 18 25	2	9 16 23
MARKETS Texas-specific markets: Houston, Dallas-Fort Worth, Austin, San Antonio, Corpus Christi, Harlingen, Laredo, Tyler-Longview, Shreveport, LA, Monroe, LA					
DIGITAL					
DISPLAY/NATIVE	Display & Native ads placed within cooking, holiday and entertainment verticals				
PROGRAMMATIC TV	Programmatic linear TV in the following markets: DFW (40%), San Antonio (30%) & Houston (30%)				
VIDEO	Pre-roll & CTV video within holiday content				
PAID SOCIAL MEDIA	Image & Video ads on Facebook, Instagram, Pinterest & TikTok				
AUDIO	Programmatic streaming audio across radio, podcasts, etc.				
		TEXAS MARKET SPEND			
		TV	SPEND		
		DISPLAY	\$10,000		
		VIDEO	\$10,000		
		PAID SOCIAL	\$10,000		
		AUDIO	\$10,000		
		TOTAL SPEND	\$40,000		

Questions?

Call Kelly or Kathy at Envoy | 402.558.0637

Visit the landing page for more details:

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!

Iced Coffees *November's Featured Products*



+6%

Sales Goal

- Hiland's RTD Iced Coffee offers a convenient, high-quality solution for Gen Z and Millennials.
- Perfect for those seeking refreshing, cold coffee that fits their busy routines and adventurous tastes.
- A variety of flavors makes it easy to choose the right option for any moment—mid-morning treat, afternoon break, or on-the-go.
- The RTD coffee market is growing, making now the perfect time for retailers to stock Hiland's Iced Coffee and meet rising consumer demand.

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DAIRY FOODS FARMER OWNED

Locally Made.
Naturally Delicious.™

thehilandsaleshome.com/goal-flyers

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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



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.

HILANDDAIRY.COM

thehilandsaleshome.com/goal-flyers



Industry Update

2024 State of Spend from Ibotta Performance Network

Adapting to Changing Consumer and Market Trends

Recent economic challenges, like inflation and uncertainty, have shifted consumer behaviors, making shoppers more price-sensitive and less loyal to specific brands. To thrive, marketers must evolve too, focusing on personalized offers, digital promotions, and understanding what truly motivates consumers.

This recent Ibotta survey, gathered insights from 5,000 shoppers and 400 CPG marketers, revealing how spending habits and marketing strategies have changed over the past year. This research helps brands, retailers, and publishers in the grocery space adapt their strategies for sustainable growth by using data-driven insights and innovative approaches.

The takeaway: To meet today's consumer demands and prepare for future success, it's essential to leverage market insights and align strategies with evolving behaviors. For the full report click [here](#)

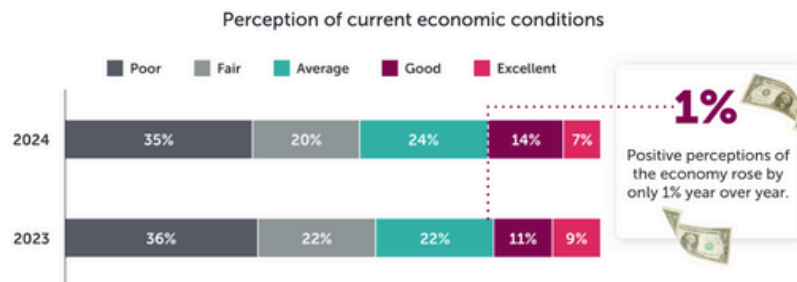
[Click to Read More](#)

Economic outlook & how it's changed since 2023

Our perceptions of and outlook on the economy have a tremendous impact on how and where we choose to spend our money, both as marketers and consumers. This has been especially true in recent years with rising costs and inflation driving many to find new and creative ways to stretch their budgets further. And while inflation is beginning to cool and the economy is feeling a bit more stable, consumers in particular are still feeling the pinch.

Consumer perceptions of the economy

The consumers we surveyed reported a slight improvement in economic outlook this year, with 55% having a negative perception of current economic conditions compared to 58% in 2023. However, many consumers remain cautious: Positive perceptions of the economy rose by only 1% year over year.



How would you describe the current overall economic conditions in the United States today? 2023 = 2500; 2024 = 5,006

Industry Update

The economy's impact on grocery spend & shopping habits

Despite improvements from 2023, the majority of consumers and marketers hold negative views of the current economy. These perceptions continue to affect the state of spend in significant ways, particularly when it comes to what consumers are buying and how much they're spending at the grocery store.

Even though overall spend is flat, consumers are feeling the compounding effects of inflation's impact on grocery prices. Sixty percent of consumers believe they're spending more this year than they were last year, and it's having a direct impact on their grocery spending habits.



How much do you agree or disagree with the following statements? 2023: 2,500; 2024 = 5,006

As a result of this impact, saving money on groceries remains a top priority for consumers, despite a small decrease in importance from 2023. And while shoppers' motivations for saving money varied — from feeling more financially secure to needing the extra money to get by — offsetting price increases was the primary motivator for consumers.

Top 4 motivations for saving on groceries

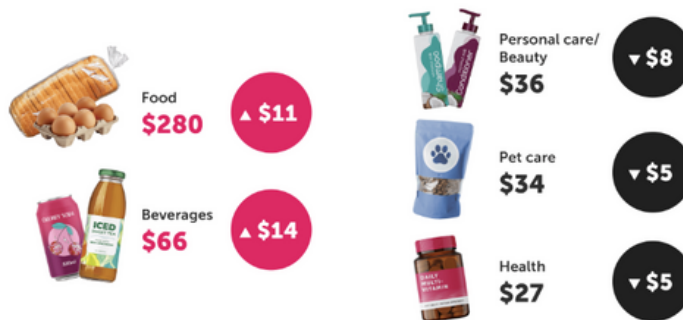


How would you describe the current overall economic conditions in the United States today? 2023 = 400; 2024 = 422

In an effort to offset rising grocery costs, many consumers are cutting back on discretionary purchases and focusing on essential items like food and beverages. On average, consumers reported spending \$25 more per month on food and beverages — an increase of \$302 per year — and 70% of those who are spending more attribute it directly to price increases.

On the other hand, spend and purchase incidence across more discretionary categories has decreased, with the personal care, pet care, and health categories taking the biggest hits. Of the consumers who reported spending less, 46% attribute it to cutting back and 21% attribute it to switching to less expensive alternatives.

2024 mean monthly spend & YoY change

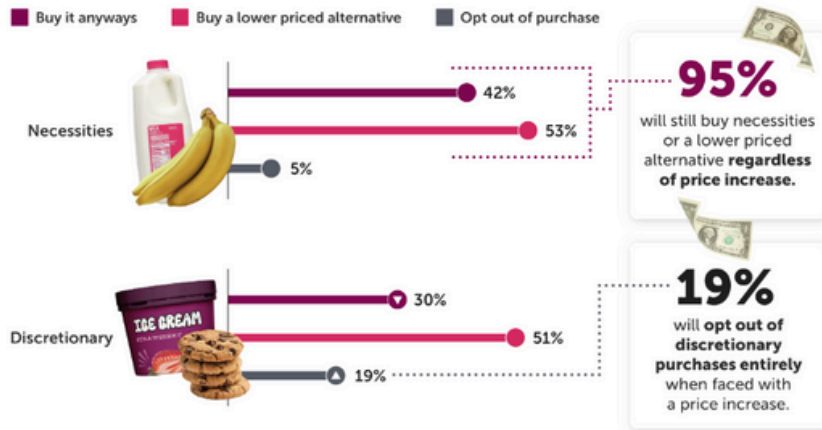


Arrows represent statistically significant increases or decreases YoY. Roughly how much money have you spent on the following categories in the past month when grocery shopping? 2023: 2,500; 2024 = 5,006. For categories in which you are spending more, which of the following would you say is the primary reason for your increased spend? N = 3,364. For categories in which you are spending less, which of the following would you say is the primary reason for your decreased spend? N = 1,326

Industry Update

Regardless of product necessity, shoppers demonstrate a strong propensity for switching to lower-priced alternatives when faced with rising costs. To combat higher prices on essentials, 53% of consumers say they buy products at a lower price. However, discretionary items face a much higher risk of losing the sale altogether. When faced with rising costs on non-essentials, 19% of consumers say they simply opt out of a purchase.

What consumers do when faced with price increase



Arrows represent statistically significant increases or decreases YoY. If a grocery product that you normally buy and consider to be a necessity has an increased price, which of the following are you most likely to do (assuming there are no available offers on that item)? N = 5,006; If a grocery product that you normally buy and consider to be a nice-to-have has an increased price, which of the following are you most likely to do (assuming there are no available offers on that item)? N = 5,006

As they say, time is money, and as shoppers look to better manage their budgets, they're also adapting their grocery shopping habits to better manage their time. This year, consumers are shopping less often and more likely to use grocery delivery services. This tracks with the continued decline in the number of monthly store trips we've seen in consumer purchase data across a number of categories.



Arrows represent statistically significant increases or decreases YoY. How often do you typically purchase groceries (either in-store or online)? 2023 = 2,500; 2024 = 5,006



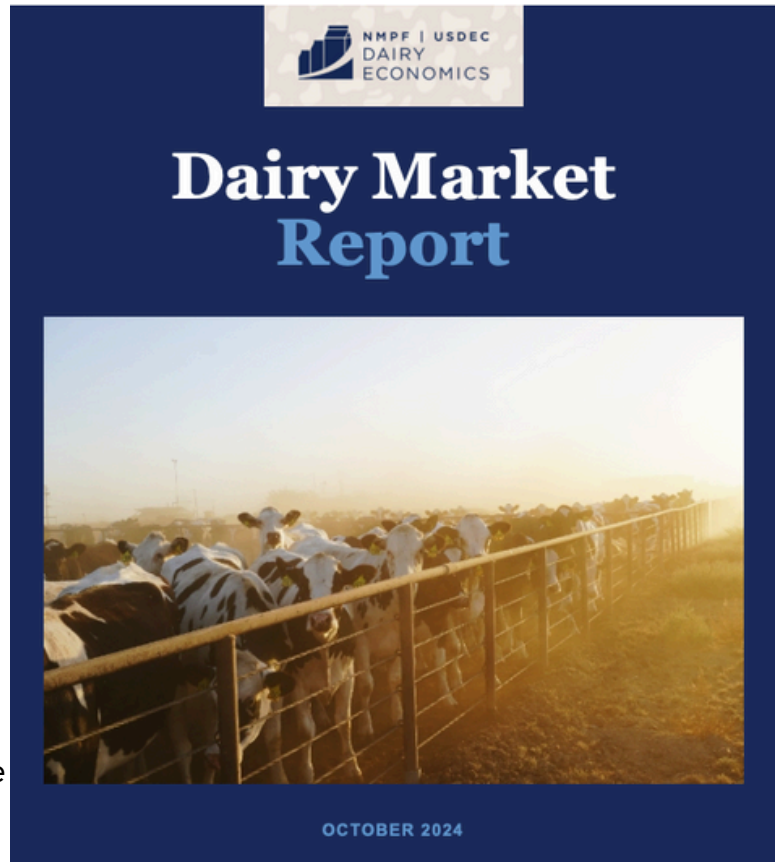
Arrows represent statistically significant increases or decreases YoY. Which of the following ways have you shopped for groceries in the past month? 2023 = 2,500; 2024 = 5,006

Industry Update

October 2024 Dairy Market Report

Highlights for the June-August period include:

- Continuing annual growth in total fluid milk consumption and the opposite for production of raw milk, both unusual when compared with decades-long trends.
- Yogurt, butter, other than American-type cheese, and even fluid milk and total cheese all effectively showed annual per capita consumption growth during the period.
- The U.S. dairy industry exported more than 17% of U.S. milk solids production during three consecutive months for the first time since the fourth quarter of 2022.
- The monthly National Dairy Product Sales Report prices of all four basic dairy products reached their highest levels for 2024 to date in September, while the August Dairy Margin Coverage margin was the highest since margin protection became the basic federal dairy safety-net program in 2015, with continued high prices and margins expected.



[Click to Read More](#)

Hiland In The News

infor Webinar: How to leverage AI within dairy processing

WATCH ON DEMAND



Hiland Dairy creates another flavored milk for holidays



Image: Hiland Dairy

10.17.2024 By *Benton Smith*



SPRINGFIELD, MO. — [Hiland Dairy Foods](#) revealed that it formulated a new creation for its seasonal [flavored milk](#) line, introducing Peppermint Mocha.

The limited-time flavor joins the dairy processor's Pumpkin Spice and Chocolate Mint flavored [milks](#), which Hiland Dairy noted will arrive at retailers in special packaging.



"We're thrilled to introduce our new festive packaging for our seasonal milk flavors," said Hiland Dairy marketing manager Sarah Carey. "Our customers eagerly anticipate these flavors every year, and we wanted to make the experience even more special with eye-catching cartons that capture the essence of the holidays."

The fall and winter flavors are set to debut in dairy aisles on Oct. 22

The company also shared that more holiday products are just around the corner, with Hiland Dairy's Old Fashioned Egg Nog, Pumpkin Spice Egg Nog and Custard scheduled to become available in early November.



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FEATURED WEBINARS

14 Nov 2024 Dairy Processing's Commitment to Sustainability

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Mexican cheese maker issued consent decree after listeria infections

Hilmar CEO plans to step down

Prairie Farms acquires dairy manufacturer



Top-Line Report



[Download Report](#)

MilkPEP Sales Topline Period 9 Through 09.08.24

Key Takeaways:

- Retail volume for total milk in Period 9 was flat, with YTD growth at +0.1%.
- Traditional white milk volume declined -1.3%. Whole Fat continues to be a bright spot of growth at +2.3%.
- Traditional flavored milk volume is down -1.1%, with prices up 11¢ a gallon versus prior period.
- Value-Added milk volume grew a solid +7.1%, with all six regions up.
- Value-Added Non-Organic milk growth is accelerating across the country.
- Alternative beverage volume continues in its two-year decline, with volume down -5.1% YTD. Declines stem mostly from Almond in both Plain and Flavored

Milk Sales Topline Report

Period 9: Aug 11 thru Sept 8, 2024



PRIME
CONSULTING



Available POS

Point-of-Sale Materials

Clings, danglers, shelf strips, and elastitags!

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

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

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.




Locally Made. Naturally Delicious.™ Scan to subscribe!

Spread Joy with Hiland Cream Cheese




Locally Made. Naturally Delicious.™ Scan for the recipe!

HilandDairy.com

SAVOR THE SEASON WITH DELICIOUS FLAVORED MILKS!




Scan the code for seasonal recipes, hosting tips and more!

[Click to view and order!](#)

NEW PACKAGE!

The Sour Cream You Love Is Now Squeezable!




Locally Made. Naturally Delicious.™

Hiland Dairy Almond Milk

Now in a Sleek *New* Package!



Fresh Packaging. Same Great Taste!



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




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Gratitude and GOODNESS



Twice Baked Potato Casserole



Taste Hiland's farm-to-table goodness with our free, flavorful holiday recipes, hosting tips, and a chance to win!



HilandDairy.com/Goodness

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 (Coming Soon!)
- 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

Lactose Free

GREAT TASTE
NONE of the Lactose

New

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Naturally Delicious.™

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Lactose Free

ALL of the Protein,
NONE of the
Lactose

New

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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	November 2024 Product Flyer (PDF)	Download
10/10/2024	November 2024 Product Poster (PDF)	Download
10/10/2024	Fresh Lactose Free Gallon Sales Sheet (October) (PDF)	Download
10/10/2024	New Sour Cream, Crema, and Dips Sales Sheet (PDF)	Download
10/8/2024	September 2024 Hiland Sales Team Communication (PDF)	Download

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

- Contact Greg Stephenson to get 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.

