

February  
2025

# Sales Team Communications

New Rubeen Sandwich recipe  
from our influencer partner,  
Whisked Away Kitchen

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

  
**Hiland**  
DAIRY FOODS 





Nearly 1,000  
entries  
already!



Promotional Period: Ongoing, initial launch February 1 - March 31

## Driving Sales for Hiland's New ProPack Snack

We're excited to support the launch of Hiland's new ProPack Snack- a 4 oz cottage cheese cup with 12g of protein! To help drive awareness and sales, we've built a strong, multi-channel marketing plan targeting consumers at every touchpoint.

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

# Here's how we're supporting the launch:

- **Consumer Promotion Landing Page** – A dedicated web page highlighting product benefits and engaging consumers with a compelling call-to-action. Plus, to drive excitement, we're giving away a Fitbit and free product coupons to encourage trial and brand engagement.
- **Social Media Support** – Eye-catching content across Hiland's social channels to drive buzz and product trial.
- **Consumer E-Newsletter** – Direct-to-consumer messaging to our engaged audience, showcasing the benefits of this protein-packed snack.
- **Paid Media Campaign** – Digital ads and targeted placements to drive awareness.
- **Point-of-Sale Materials** – Eye-catching in-store signage to grab shoppers' attention and boost impulse buys.
- **Retailer Email Example** – A ready-to-use email template for retailers to encourage product placement.

**Snack. Fuel. Go.**

**12G Protein** per serving

**Hiland** DAIRY FOODS EST. 1988

HilandDairy.com

This strategic marketing push ensures strong visibility and consumer engagement to support sales at every level. Now's the time to leverage these assets and drive success!

**Snack. Fuel. Go.**

**12G Protein** per serving

**Hiland** DAIRY FOODS EST. 1988

Let us know if you need additional support or materials.

- Social Media Ads, Cover Photos and Strategy
- TikTok Video
- Public Relations
- Consumer Emails

Locally Made.  
Naturally Delicious.

	FEBRUARY				MARCH				APRIL			
	3	10	17	24	3	10	17	24	31	7	14	21
<b>MARKETS</b>												
<b>General Markets:</b>	Wichita, Kansas City, Little Rock, Omaha, OKC, Fayetteville-Ft Smith, Springfield/Joplin,											Texas
<b>Markets:</b>	Dallas, Houston (Conroe), San Antonio, Tyler/Lufkin											
<b>DIGITAL</b>												
<b>META</b>												
Image and/or video ads within the Meta platform which includes both Facebook and Instagram												
<b>TIKTOK</b>												
Video ads within TikTok platform												
<b>PINTEREST</b>												
Image and/or video ads within Pinterest												

WOMEN OWNED  
Bringing Food Brands to Life

## Questions?

Call Kelly or Kathy at Envoy | 402.558.0637

Visit the landing page for more details:

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

**12g of Protein** is Coming!

Coming Soon

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**Snack. Fuel. Go.**

**12G PROTEIN** per serving

**Hiland** DAIRY FOODS EST. 1988



# Team Talk

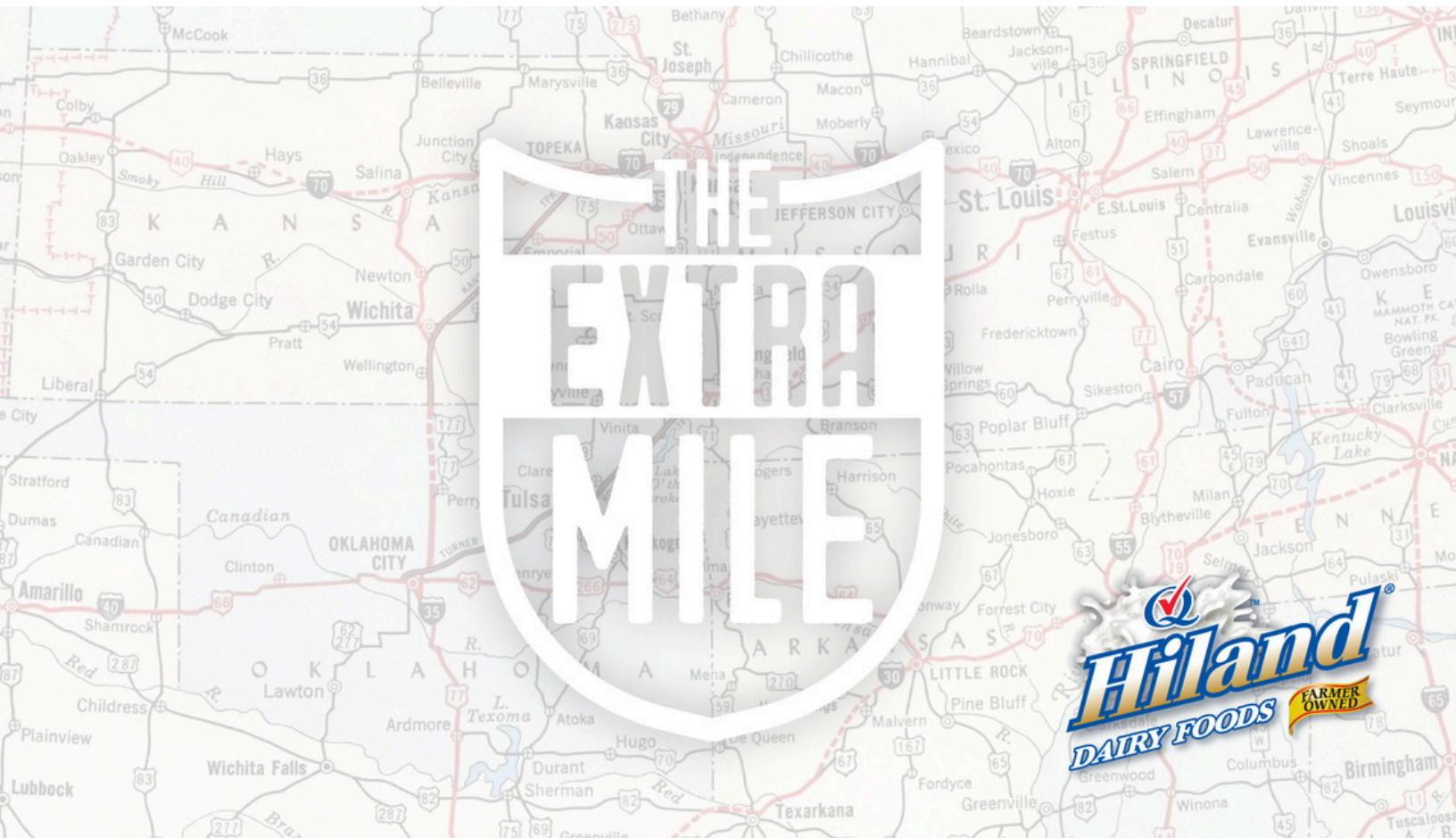
We appreciate your time and engagement with the Team Talks as we cover important updates and initiatives.

To ensure you can share key takeaways with your teams, we've compiled the presentation and video links below:

- [Leadership Presentations](#)
- [Market Presentations](#)
- [Videos](#)

Please take a moment to review these resources and pass them along to your teams as you see fit.

Looking forward to June!





# Crisis Communication: Being Prepared to Protect Trust

None of us like to imagine facing a crisis, but preparedness is key to protecting our reputation and the trust of our customers, consumers, and employees. Whether it's a product issue, supply chain disruption, or public relations challenge, how we communicate is just as important as how we respond.

That's why our leadership team has a Crisis Communications Plan to guide us. In any situation, our focus remains on fulfilling our promises, meeting expectations, and living our values – ensuring transparency, accountability, and trust.

You can rely on clear direction and a coordinated response if a crisis arises.

To learn more about our Crisis Communications Checklist and Action Sheet, please contact Kathy Broniecki at [kathyb@envoyinc.com](mailto:kathyb@envoyinc.com)





# 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!

**Flavored Milk**  
*March's Featured Product*

**+3%**  
*Sales Goal*

**Hiland Dairy Strawberry & Chocolate Milk - Delicious & Nutritious!**

- **Rich, Creamy Flavor** – Indulge in smooth, delicious strawberry and chocolate flavors loved by all ages.
- **Real Dairy Goodness** – Made with fresh, high-quality milk from local farms for a wholesome treat.
- **Packed with Nutrients** – A natural source of protein, calcium, and essential vitamins like D and B12.
- **Great for Recovery** – Chocolate milk offers the ideal protein-to-carb ratio for post-workout replenishment.

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

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# Top-Line Report



[Download Report](#)

## MilkPEP Sales Topline Period 1 Through 1.26.25

### Key Takeaways:

- Retail volume for total milk in Period 1 is up +0.4%, with continued growth across all major Value-Added segments.
- Traditional white milk volume drops -0.8%, with Grocery and Convenience both down.
- Traditional flavored milk volume declined -2.7%, with softening since last Labor Day continuing into P1.
- Value-Added milk volume grew by +7.3%, with all six regions up.
- Alternative beverage declines appear to be accelerating, with P1 volume down -7.3% versus -5.6% for the past year.

## Period 1 Report Summary

In Pd. 1, Total Milk was up slightly at +0.4% vs. Pd. 1 '24. Traditional milk volume in the expanded Circana-tracked channels slipped -0.9%. Traditional White was -0.8% vs. YA, and Traditional Flavors were -2.7%.

Value-Added milk segments rose +7.3% with Organic milk at +0.6%. Within Organic, White rose +1.7% while Flavored declined -36.8%. Lactose Free recorded +10.8% growth.

Period 1 volume results vs. YA:

<b>Traditional Milk</b>	<b>-0.9%</b>	<b>Value-Added</b>	<b>+7.3%</b>
White	-0.8%	Organic	+0.6%
Flavored	-2.7%	Non-Organic	+13.9%
<b>Buttermilk/Eggnog</b>	<b>+9.5%</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.**



# Available POS

Reach out to Bridget at [bhudson@hilanddairy.com](mailto:bhudson@hilanddairy.com) to order!

## Point-of-Sale Materials

Clings, danglers, shelf strips, and elastitags!

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



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



# 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**

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Naturally Delicious.™

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

Lactose Free

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

**New**

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

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

**New**

**Hiland**  
DAIRY FOODS FARMER OWNED

With the Other Hiland Milks.

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
2/12/2025	March 2025 Product Flyer (PDF)	<a href="#">Download</a>
2/12/2025	March 2025 Product Poster (PDF)	<a href="#">Download</a>
1/31/2025	2025 ProPack Snack Promo Brief (PDF)	<a href="#">Download</a>
1/31/2025	January 2025 Hiland Sales Team Communication (PDF)	<a href="#">Download</a>
1/9/2025	February 2025 Product Flyer (PDF)	<a href="#">Download</a>

Reach out to Bridget at [bhudson@hilanddairy.com](mailto:bhudson@hilanddairy.com) to order Point of Sale Materials!

# Marketing Materials Catalog and Order Form

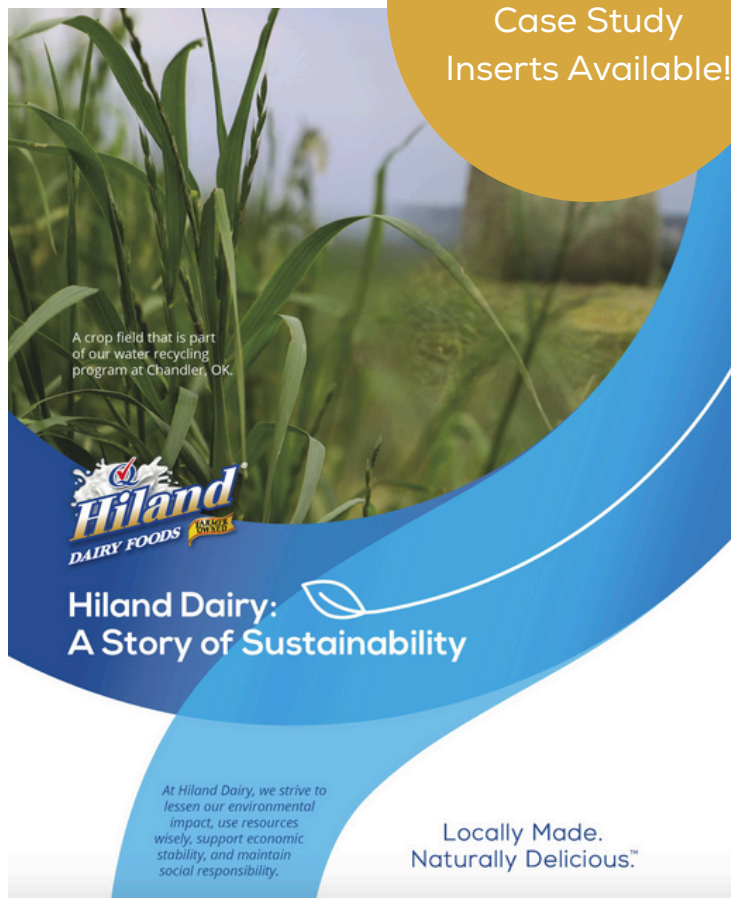
A new marketing materials catalog and order form document has been uploaded to The Hiland Sales Home. This is a great at-a-glance look at the event and promotional materials that are available to you.

[Please click here to view catalog and order.](#)

## EVENT MATERIALS – 10' X 10' TENT WITH SPLASH LOGO & TAG LINE (CAN REQUEST)



New Sustainability  
Brochure and  
Case Study  
Inserts Available!



## 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

[SCarey@hilanddairy.com](mailto:SCarey@hilanddairy.com)  
417-370-6451

Kathy Broniecki, APR  
[KathyB@envoyinc.com](mailto:KathyB@envoyinc.com)  
402-558-0637 ext. 107

Kelly Harvey  
[KHarvey@envoyinc.com](mailto:KHarvey@envoyinc.com)  
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.

