

January

2025

Sales Team Communications



TheHilandSalesHome.com





We love a fresh start.

fresh. fresh ideas. full flavor.

Gratitude and GOODNESS



Sweet Potato Bites



Promotional Period: November 11, through December 15, 2024

Results:

- Total Entries: 14,121
- Entries: 6,241
- Bonus Entries: 7,876
- Mail-in Entries: 4
- E-news Subscribers: 5,000
- Facebook Visits: 3,303
- Facebook Shares: 75
- X Followers: 1,073
- Instagram Visits: 2,079
- Pinterest Followers: 1,421

- Nearly 12 MILLION impressions for Texas markets alone
- Over 9 MILLION impressions for general
- Totalling over 21 million impressions for all markets





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

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 **PRO PACK** SNACK

LOW FAT COTTAGE CHEESE
NET WT 4 OZ (113g)

Hiland Dairy.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 **PRO PACK** SNACK

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
MARKETS												
General Markets:	Wichita, Kansas City, Little Rock, Omaha, OKC, Fayetteville-Ft Smith, Springfield/Joplin,											Texas
Markets:	Dallas, Houston (Conroe), San Antonio, Tyler/Lufkin											
DIGITAL												
META												
Image and/or video ads within the Meta platform which includes both Facebook and Instagram												
TIKTOK												
Video ads within TikTok platform												
PINTEREST												
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

12g of Protein is Coming!

Coming Soon

Hiland DAIRY FOODS **PRO PACK** SNACK

Snack. Fuel. Go.

12G PROTEIN per serving

Hiland DAIRY FOODS **PRO PACK** SNACK

LOW FAT COTTAGE CHEESE
NET WT 4 OZ (113g)

Hiland Dairy.com

ProPack Snack

Retailer Email Template

Copy, paste,
and edit for
your
retailers!

Subject Line: Introducing Hiland Dairy ProPack Snack: The Perfect High-Protein Snack for Your Shelves!

Dear [Retailer's Name],

We're excited to share Hiland's latest innovation: ProPack Snack – a delicious, single-serve cottage cheese packed with 12g of protein!

Today's customers are looking for convenient, nutritious options, and ProPack Snack delivers:

- **High Protein, Low Calorie:** With 12g of protein in every 4 oz serving, it's the perfect guilt-free snack.
- **On-the-Go Convenience:** Compact, portable packaging meets the needs of busy consumers.
- **Versatile Appeal:** Ideal for health-conscious shoppers, fitness enthusiasts, and families.
- **Trusted Quality:** Made with the same great taste and freshness you expect from Hiland Dairy.

By stocking ProPack Snack, you'll:

- Cater to the growing demand for high-protein, portable snacks.
- Stand out with an innovative, health-focused product.
- Boost your sales with a brand your customers already know and trust.

How We're Supporting Sales:

- **Consumer Promotion Landing Page:** Featuring product benefits and a Fitbit + free product coupon giveaway to engage shoppers and drive trial.
- **Social Media & Digital Marketing:** Targeted ads and content across Hiland's channels to generate excitement and awareness.
- **Consumer E-Newsletters:** Direct-to-consumer messaging to highlight the nutritional benefits and encourage purchases.
- **In-Store Support:** Eye-catching point-of-sale materials to boost visibility and impulse buys.

With this multi-channel marketing approach, we're ensuring strong consumer engagement and in-store traffic for ProPack Snack. Now's the time to stock up and make the most of this launch!

We'd love to partner with you to bring ProPack Snack to your store and grow your dairy category sales. Can we schedule a time this week to discuss further?

Please feel free to reply to this email or contact me directly at [contact information].

Thank you, and I look forward to working with you!

Best regards,

[Your Full Name]

[Your Position]

Hiland Dairy

[Your Contact Information]

Visit HilandDairy.com/ProPack for more information.

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!

Cottage Cheese
*February's
Featured Product*

+3%

Sales Goal



- The average American eats 1.9 pounds of cottage cheese every year
- Cottage cheese has nearly 80% casein protein which helps with satiety and appetite control
- Cottage cheese can be used in many different ways like as a dip, toast spread, or in smoothies
- We offer a variety of sizes and milk fat content

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thehilandsaleshome.com/goal-flyers

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[Download Report](#)

Executive Summary Weeks Ending Dec 1, 2024

RETAIL DAIRY SALES CONTINUE TO RISE

- Consumer spending on dairy products has increased by 3.7% year-to-date and nearly 7% over the past four weeks. Additionally, the number of dairy units sold has risen by 2% in 2024, with growth accelerating to 3% in recent weeks. Dairy shoppers are becoming heavier buyers across all dairy categories over the 52 weeks ending December 1, 2024.
- The retail dairy sector is showing positive trends through 48 weeks of the year and in the latest four weeks, especially in key categories like cheese, butter, and yogurt. Milk retail volume is nearly flat at -0.1% compared to last year, although is seeing a larger downturn of -0.9% in the latest four weeks.
- All regions recorded increases in dollar and unit sales of total dairy products, with most regions reflecting trends that are the same as those observed in the U.S.



Top-Line Report



[Download Report](#)

MilkPEP Sales Topline Period 12 Through 12.1.24

Key Takeaways:

- Total milk in Period 12 fell -0.9%, offset by growth in Lactose Free/Reduced and Health-Enhanced segments.
- Traditional White Milk volume dipped -1.9%, with continued challenges in Grocery and Convenience.
- Flavored Milk volume bumped up +0.4%, with the Northeast and Southeast offsetting declines across the rest of the US.
- Value-Added Milk volume jumped up +6.4%, with Organic, Lactose Free, and Health-Enhanced all growing in P12.
- Alternative beverage declines have been accelerating over this past year, with volumes decreasing -7.3% in P12 versus -5.3% YTD.

Period 12 Report Summary

In Pd. 12, milk volume in the expanded Circana-tracked channels was -0.9%, bringing YTD to just under flat (-0.1%) vs. YA. Traditional White was -1.9% vs. YA, and Traditional Flavors were -0.6%.

Value-Added milk segments rose +6.4% as Organic milk was +0.7%. Within Organic, White rose +1.7% while Flavored declined -31.2% as several retailers reduced distribution. Lactose Free recorded +8.8% growth.

Period 12 volume results vs. YA were:

Traditional Milk	-0.9%	Value-Added	+6.4%
White	-1.9%	Organic	+0.7%
Flavored	-0.6%	Non-Organic	+12.0%
Buttermilk/Eggnog	-9.8%	Lactose Free	+8.8%
		(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 13 Through 12.29.24

Key Takeaways:

- Total milk in Period 13 fell -1.0%, bringing YTD performance to -0.1%. Category growth came predominantly from Value-Added segments.
- Traditional White Milk volume dropped -2.1% this period as rising prices impacted purchases.
- Flavored Milk volume is up +0.6% YTD, despite a decline of -1.8% in Period 13.
- Value-Added Milk volume rose +6.1%, with Organic White, Lactose Free, and Health-Enhanced all up in P13.
- Alternative beverage declines accelerated over this past year, with volumes down -7.1% in P13 versus -5.4% YTD.

Period 13 Report Summary

In Pd. 13, Traditional milk volume in the expanded Circana-tracked channels was -2.2%, bringing YTD to -1.2% vs. YA. Traditional White was -2.1% vs. YA, and Traditional Flavors were -2.6%.

Value-Added milk segments rose +6.1% with Organic milk flat at +0.3%. Within Organic, White rose +1.4% while Flavored declined -36.5% as several retailers reduced distribution. Lactose Free recorded +9.1% growth.

Period 13 volume results vs. YA were:

Traditional Milk	-2.2%	Value-Added	+6.1%
White	-2.1%	Organic	+0.3%
Flavored	-2.6%	Non-Organic	+11.8%
Buttermilk/Eggnog	-2.4%	Lactose Free	+9.1%
		(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 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



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

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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

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
1/9/2025	February 2025 Product Flyer (PDF)	Download
1/9/2025	February 2025 Product Poster (PDF)	Download
1/8/2025	Light 48oz Ice Creams Sales Sheet (PDF)	Download
1/8/2025	Light 48oz Ice Creams Sales Sheet - Email Friendly (PDF)	Download
1/8/2025	ALL FLAVORS - Premium 48oz Ice Creams Sales Sheet - Email Friendly (PDF)	Download

Reach out to Bridget at 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)



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.

