

# June 2025 Sales Team Communications

Strawberry Matcha Latte recipe from  
our influencer partner,  
Whisked Away Kitchen



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





## Promo Period: June 1 - July 27

This summer, Hiland Dairy invites families to dig into a season of fun with the Golden Ticket Giveaway – a promotional partnership with Silver Dollar City, offering consumers the chance to win theme park tickets and other delicious prizes. Consumers will be able to enter on the landing page for a chance at instant-win opportunities or be entered to win our grand prize, the “Golden Ticket,” while monthly social giveaways keep the momentum going all summer long.

The campaign is designed to celebrate our featured flavors with Silver Dollar City, announce new ice cream flavors, encourage product trial, and reinforce Hiland Dairy’s place in families’ everyday celebrations. A bright, retro-inspired creative direction leans into the nostalgia of summer vacations, amusement parks, and the joy of a cold scoop on a hot day.

**[HilandDairy.com/GoldenTicket](https://HilandDairy.com/GoldenTicket)**







## Media Support

Media support will focus exclusively on social and digital engagement channels, leveraging Hiland's owned platforms and paid ads to build awareness and drive participation.

## Tactics include:

- Paid Social (Meta, TikTok, Pinterest)
- Static + Motion Ads
- Influencer-style content
- Organic Content Calendar
- Email Blasts
- Landing Page
- Press Release

 Locally Made. Naturally Delicious.		MAY				JUNE				JULY				AUG			
		5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18
<b>MARKETS</b>																	
General Markets: Wichita, Kansas City, Little Rock, Omaha, OKC, Fayetteville-Ft Smith, Springfield/Joplin, <b>Memphis</b>																	
<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																	

Have a store that wants to get involved? We can provide customized point-of-sale materials.



Questions?

Call Kelly or Kathy at Envoy | 402.558.0637

Visit the landing page for more details:

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



# Sip for a Cause

For every gallon sold, 10¢ is donated to help fight childhood cancer.

## A Refreshing Partnership with Purpose

### About the Promotion

Hiland has partnered with Alex's Lemonade Stand Foundation to support the fight against childhood cancer. With every purchase of our classic or raspberry lemonade, a portion of the proceeds will go toward funding research and supporting families in need.

### Key Dates

- Promotion will run for 12 months: April 1, 2025 – March 31, 2026
- Donation amounts will be calculated based on total sales over this period
- POS materials and digital assets available in April 2025

### In-Store Support

We're providing the following materials to help drive awareness and engagement:

- Shelf Strips
- Dangers
- Clings
- QR Code linking to promotional landing page

### Why It Matters

Alex's Lemonade Stand Foundation is a nationally recognized nonprofit that funds groundbreaking research and offers critical support to families facing childhood cancer. By partnering with Hiland, you're giving your shoppers a chance to make a real difference just by choosing a product they already love.

*Let's bring purpose to your shelves and give customers a meaningful reason to choose Hiland Lemonade this spring.*

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



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**Classic Lemonade,  
Half Gallon**  
Item #25304



9 Units / Case



**Raspberry Lemonade,  
Half Gallon**  
Item #35628



9 Units / Case



**Classic Lemonade,  
Quart**  
Item #31529



9 Units / Case



**Classic Lemonade,  
Pint**  
Item #8397



20 Units / Case

## Nutrition Facts

8 servings per container  
**Serving size 8 fl oz (240mL)**

**Amount per serving**  
**Calories 120**

% Daily Value\*

**Total Fat** 0g **0%**  
Saturated Fat 0g **0%**  
Trans Fat 0g

**Cholesterol** 0mg **0%**

**Sodium** 0mg **0%**

**Total Carbohydrate** 30g **11%**

Dietary Fiber 0g **0%**

Total Sugars 29g

Includes 28g Added Sugars **56%**

**Protein** 0g

Vitamin D 0% • Calcium 0% • Iron 0%

Potassium 0% • Vitamin C 8%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**INGREDIENTS:** WATER, SUGAR, LEMON/ ORANGE JUICE CONCENTRATE, CITRIC ACID, LEMON PULP AND NATURAL FLAVORS.

## Nutrition Facts

8 servings per container  
**Serving size 8 fl oz (240mL)**

**Amount per serving**  
**Calories 110**

% Daily Value\*

**Total Fat** 0g **0%**  
Saturated Fat 0g **0%**  
Trans Fat 0g

**Cholesterol** 0mg **0%**

**Sodium** 0mg **0%**

**Total Carbohydrate** 28g **10%**

Dietary Fiber 0g **0%**

Total Sugars 27g

Includes 26g Added Sugars **52%**

**Protein** 0g

Vitamin D 0mg 0% • Calcium 0mg 0%

Iron 0% 0mg • Potassium 30mg 0%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**INGREDIENTS:** WATER, SUGAR, CONCENTRATE JUICE BLEND (LEMON/ ORANGE), POTASSIUM SORBATE, NATURAL COLOR EXTRACT, NATURAL FLAVOR.

## Nutrition Facts

4 servings per container  
**Serving size 8 fl oz (240mL)**

**Amount per serving**  
**Calories 120**

% Daily Value\*

**Total Fat** 0g **0%**  
Saturated Fat 0g **0%**  
Trans Fat 0g

**Cholesterol** 0mg **0%**

**Sodium** 0mg **0%**

**Total Carbohydrate** 30g **11%**

Dietary Fiber 0g **0%**

Total Sugars 29g

Includes 28g Added Sugars **56%**

**Protein** 0g

Vitamin D 0% • Calcium 0% • Iron 0%

Potassium 0% • Vitamin C 8%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**INGREDIENTS:** WATER, SUGAR, LEMON/ ORANGE JUICE CONCENTRATE, CITRIC ACID, LEMON PULP AND NATURAL FLAVORS.

## Nutrition Facts

1 serving per container  
**Serving size 16 fl oz (473mL)**

**Amount per serving**  
**Calories 240**

% Daily Value\*

**Total Fat** 0g **0%**  
Saturated Fat 0g **0%**  
Trans Fat 0g

**Cholesterol** 0mg **0%**

**Sodium** 0mg **0%**

**Total Carbohydrate** 59g **21%**

Dietary Fiber 0g **0%**

Total Sugars 58g

Includes 56g Added Sugars **112%**

**Protein** 0g

Vitamin D 0% • Calcium 0% • Iron 0%

Potassium 0% • Vitamin C 20%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**INGREDIENTS:** WATER, SUGAR, LEMON/ ORANGE JUICE CONCENTRATE, CITRIC ACID, LEMON PULP AND NATURAL FLAVORS.



# SIP FOR A CAUSE



# 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!



**Lactose Free**  
*July's Featured Products*

**+6%**  
*Sales Goal*

- **Fresh Lactose Free:** The same creamy, delicious taste you love, now without the lactose.
- **Pure Dairy Goodness:** Made from high-quality ingredients, our lactose free products deliver the same taste and texture you expect from Hiland Dairy.
- **Gut-Friendly:** Specially formulated for those with lactose intolerance, enjoy your favorite dairy without the worry.
- **Versatile & Delicious:** Perfect for everyday use in cooking, baking, or simply enjoying as is.

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DAIRY FOODS FARMER OWNED

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

**Hiland**  
DAIRY FOODS FARMER OWNED





DOWNLOAD



## Fueling Student Success with Hiland Dairy



At Hiland Dairy, we are proud to partner with schools to nourish students with the wholesome nutrition they need to learn, grow, and thrive. We recognize the vital role that school nutrition programs play in shaping healthy habits, and we are committed to providing high-quality dairy products that support student wellness.

As your trusted dairy provider, we are here to offer not only nutritious milk but also the resources, tools, and support necessary to encourage milk consumption in your schools. Whether it's promotional materials, educational initiatives, or menu planning assistance, our team is dedicated to helping you create a positive and successful meal experience for your students.

We appreciate the opportunity to serve your schools and look forward to supporting your program in the coming years!

2025/2026 School Year

### Regular Side Panel Updates

Keep milk cartons fresh and engaging with new side panels at least twice a school year! Each update includes fun and educational content, such as cow jokes, Spanish/English vocabulary words, and interesting milk facts, to spark curiosity and encourage students to enjoy their milk. We're happy to take suggestions and tailor content to best fit your students' interests!

### Digital Toolkit – Fresh, Engaging Content Every Quarter

Stay connected and keep students engaged with our Digital Toolkit, a downloadable collection of resources updated every three months throughout the school year. Each update includes:

- **Menu calendar templates** and posters to help promote meal programs
- **Social media post templates** and a monthly milk fact post aligned with relevant national observances like School Nutrition Week
- **Activity sheets** designed for different age groups, featuring fun and educational challenges with the opportunity for student recognition and prizes

For elementary students, activities may include:

- **Color-a-Cow Contest** – Winning artwork could be featured on a future menu or social media, along with free milk coupons!
- **Puzzles & Games** – Word searches, “break the code” activities, and more



## 2025/2026 School Year (cont.)

For middle and high school students, creative challenges might include:

- **Make a Meme** – A fun way to express creativity with milk and nutrition themes
- **Finish This Comic** – A storytelling activity that encourages engagement
- **Design a Side Panel** – A chance for students to influence the next carton update



*\* All activations introduced in the 2025/2026 school year will continue to be available in future years, alongside new additions specific to each school year.*

### 2026/2027 School Year

- **Limited Edition Flavored Milk** – Excite students with a special treat! We'll introduce three exclusive, limited-run milk flavors throughout the school year, creating a fun and delicious way to keep students engaged with dairy.
- **Introducing the Hiland Mascot** – Meet the new face of Hiland Dairy! Our mascot will make its debut on milk cartons and be featured throughout our Digital Toolkit. Depending on the format, there may even be opportunities for special guest appearances to bring the character to life in schools!

### 2027/2028 School Year

- **Nutrition Education Presentations** – Our engaging, age-appropriate presentations will highlight the importance of dairy in a healthy diet. Designed for both elementary and middle/high school students, these resources will feature the Hiland Mascot to make learning about nutrition fun and memorable.
- **Program Opportunities & Dairy Tastings** – We'll provide information on various nutrition programs available to school nutrition directors, helping schools maximize their resources. Where possible, we'll also offer dairy tastings to introduce students to new flavors and reinforce the importance of dairy in their daily diet.
- **Engaging Resources** – We're here to support your school nutrition efforts with engaging tools and resources, including educational presentations, nutrition programs, recipe cards, and more—designed to make dairy education fun and impactful for students.



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# MilkPEP Sales Topline

Period 5 Through 5.18.25

The MilkPEP Sales Topline for Period 5 (data through 5/18/2025) is now available. Dive into the latest performance trends across dairy milk segments and regions, along with a fresh analysis of key volume drivers.



## Period 5 Report Summary

In Pd. 5, Total Milk was down -1.1% vs. YA. Traditional milk volume in the Circana-tracked channels slipped -2.3%. Traditional White was -2.1% vs. YA, while Traditional Flavors were -5.2%.

Value-Added milk segments rose +5.3% with Non-Organic (+8.6%) leading the way while Organic was +1.7%. Lactose Free, which is mostly Non-Organic, recorded +5.7% growth, about 2.5 pts. slower than earlier in '25.

Period 5 volume results vs. YA:

<b>Traditional Milk</b>	<b>-2.3%</b>	<b>Value-Added</b>	<b>+5.3%</b>
White	-2.1%	Organic	+1.7%
Flavored	-5.2%	Non-Organic	+8.6%
<b>Buttermilk/Eggnog</b>	<b>-2.0%</b>	<b>Lactose Free</b>	<b>+5.7%</b>
		(part of Value-Added)	



Circana labels:  
**Multi-Outlet+ with Conv.** (C-stores)  
represents the broadest reporting from Circana and is roughly 70% of all Milk.  
**All reporting is Multi-Outlet+ with Conv. unless otherwise noted.**




# New Sales PPT Template

Did you know there's a wide range of sales tools available on The Hiland Sales Home? We've added a brand-new Sales Presentation template – ready for you to customize and make your own.

You can find and download it under the Sales Presentations category. Take advantage of this resource to elevate your next pitch!





[Shopper Request Form](#)[Sponsorships and Donations Request Forms](#)

[Categories](#)[Retail Images](#)[Media Center](#)

Sales Presentations

Date	File	Download
3/21/2025	★ 2025 Sales Presentation Template (PPT)	<a href="#">Download</a>
6/7/2024	2024 Hiland Locations Map (JPG)	<a href="#">Download</a>
3/20/2024	2024 Lactose Free Milk Presentation (PPT)	<a href="#">Download</a>





# 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!

- Summer Promo
- Pint Milk
- Alex's Lemonade Stand
- Yogurt
- 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)





# 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
6/10/2025	July 2025 Product Flyer (PDF)	<a href="#">Download</a>
6/10/2025	July 2025 Product Poster (PDF)	<a href="#">Download</a>
5/30/2025	May 2025 Hiland Sales Team Communication (PDF)	<a href="#">Download</a>
5/29/2025	Hiland Summer 2025 Golden Ticket Promo Brief (PDF)	<a href="#">Download</a>
5/15/2025	Pint Milks Legacy Sales Sheet (PDF)	<a href="#">Download</a>

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

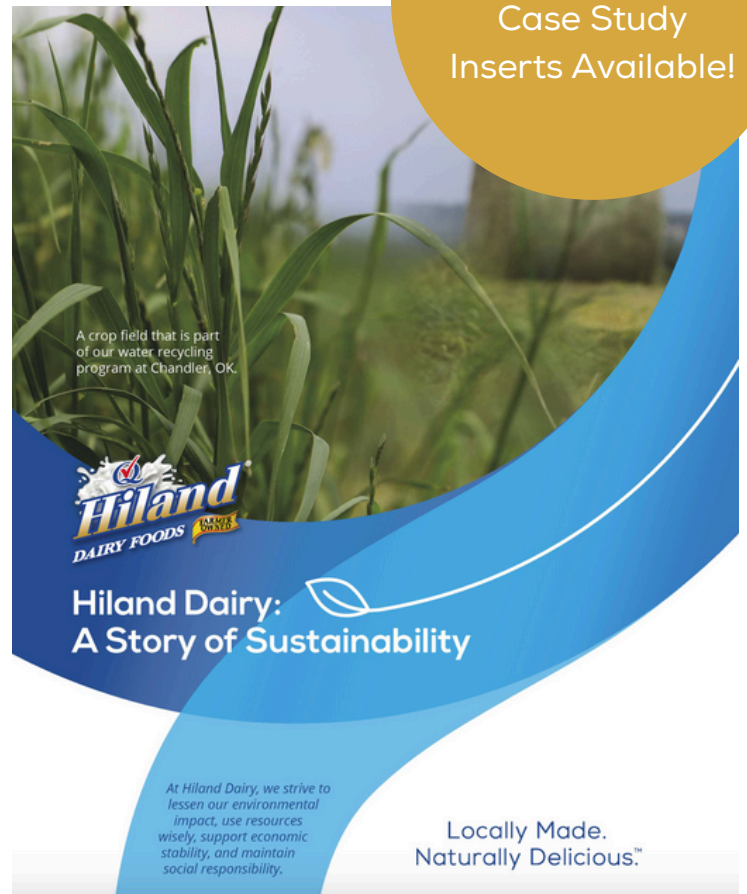
# Marketing Materials Catalog and Order Form

Please contact Greg Stephenson to 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

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

**[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.

