

# March 2025 Sales Team Communications



Egg Nog French Toast recipe  
from our influencer partner,  
Whisked Away Kitchen

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







Over 3,500  
entries!



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.

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!

Let us know if you need additional support or materials.

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

## Questions?

Call Kelly or Kathy at Envoy | 402.558.0637

Visit the landing page for more details:

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



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





# 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)



Locally Made.  
Naturally Delicious.™





**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 0mcg 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!

**Yogurt**  
*April's Featured Product*

**+5%**  
*Sales Goal*

Posters now available!

- We can offer yogurt in many sizes, flavors, and varieties
- Approx 45 million Americans change their diet at the new year
- About a gram of protein per ounce
- Probiotics boost gut health and immune system
- Some popular flavors: strawberry, black cherry, blueberry

**Hiland**  
DAIRY FOODS  
FARMER OWNED

Locally Made.  
Naturally Delicious.™

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






# New Sales PPT Template

Did you know there's a wide range of sales tools available on The Hiland Sales Home? We've just 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!



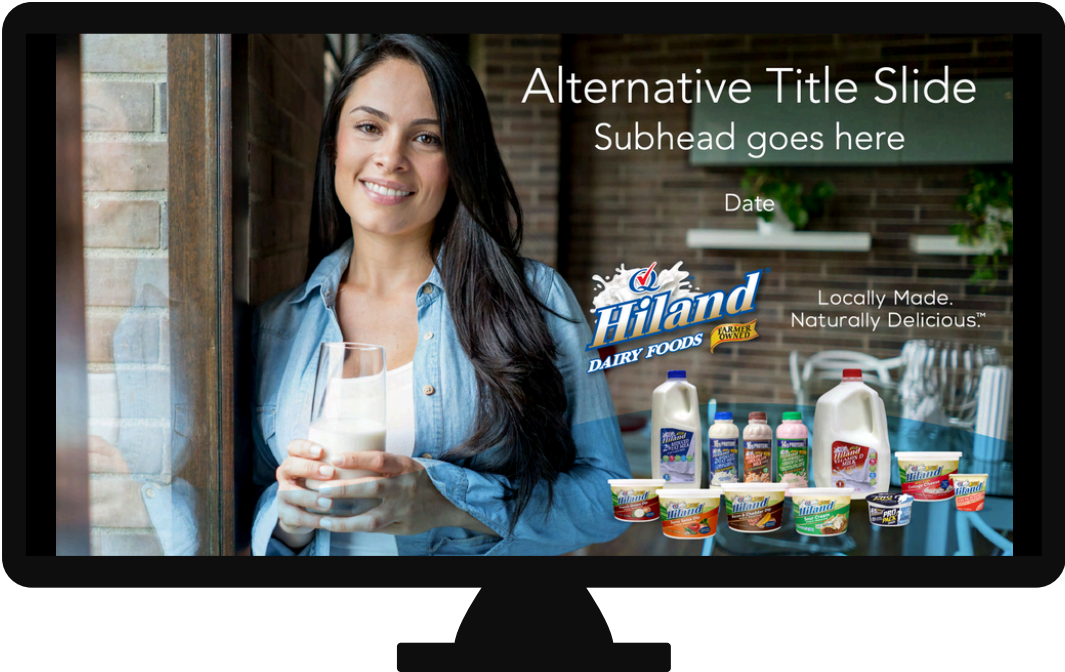


[Shopper Request Form](#)[Sponsorships and Donations Request Forms](#)

[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>



# Midwest Dairy Webinar

## Watch Webinar

For protein intake, US consumers consider dairy, especially cheese, as an alternative

One-third of US consumers use cheese as a source of protein as an alternative to meat.

“When you are replacing meat directly, what do you usually consume?”

US, 2024

Cheese, 30%



Hiland Pro Pack Snack Low Fat Cottage Cheese

United States, Feb 2025 [VIEW DETAILS](#)

Grade A 2% milk fat. No artificial growth hormones from cows not treated with rbst. **12g protein per serving.** Farmer owned. Premium quality.



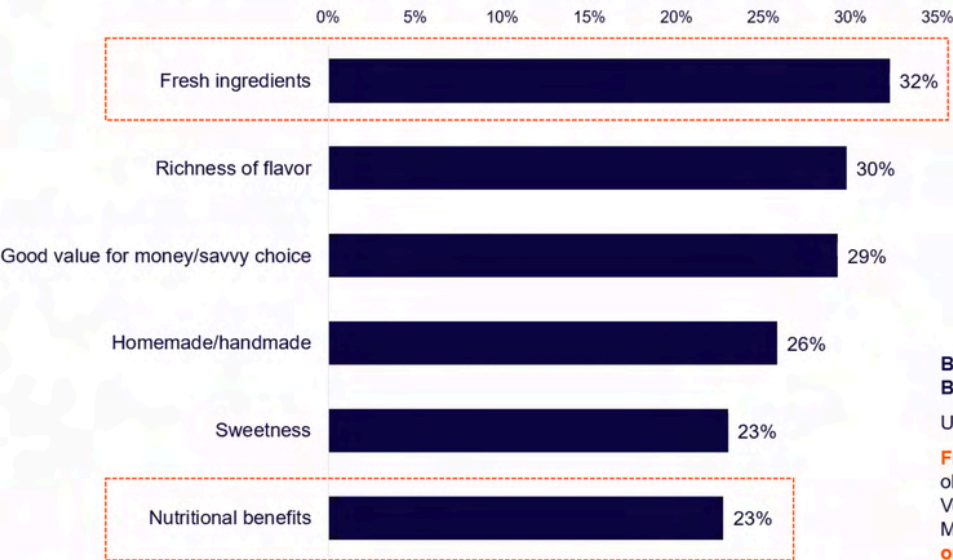
Farm Rich Grilled Cheese Style Bites

United States, Jan 2025 [VIEW DETAILS](#)

Grilled cheese style gooey cheese bites in a crispy coating. **Good source of protein (9g per serving).** Good source of calcium. Grilled cheese bites are the perfect combination of melty cheesiness and crispy coating. Farm Rich makes grilled cheese fun and easy. Taste of the comfort classic in a bite sized snack. Goosy cheesy center

## For US consumers, fresh ingredients and nutritional benefits are important values in food

Figure : What are the most important drivers of enjoyment and pleasure in food for you? Select up to five (US, 2024)



Buf Mozzarella Di Bufala Fresh Basil Infusion: Fresh Basil Infusion Mozzarella Buffalo Cheese

United States, Dec 2024 [VIEW DETAILS](#)

**Fresh** mozzarella buffalo cheese cherries marinated with olive oil and **fresh** basil. Lactose free. Non GMO Verified. Vegetarian. Gluten free. Free range. Grass fed. Made with A2 milk, vegetarian rennet, and are **rich in omega-3s.**

Source: Innova Lifestyle & Attitudes Survey 2024

INNOVA  
MARKET  
INSIGHTS

10





# Midwest Dairy Webinar

Along with vitamins & calcium, US consumers seek collagen for beauty & wellness

Top ingredients desired in functional F&B for physical appearance (US)

- 1 Vitamin C
- 2 Vitamin E
- 3 Calcium
- 4 Protein
- 5 Vitamin A
- 6 Collagen



Mokate Beauty Shake  
Smak Truskawkowy:  
Beauty Shake  
Powder

Poland, Nov 2024

A shake that combines a tasty strawberry flavor **with the benefits of collagen and vitamin C** – all you have to do is pour cold milk over the powder, mix thoroughly and it's ready.

Sources: Innova Trends Survey 2025 (US), Innova Database, Mokate

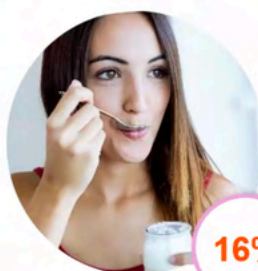
INNOVA  
MARKET  
INSIGHTS

29

## Beauty from within: Interconnectedness of nutrition & appearance in dairy

Beauty inside & out

Probiotic Smoothie +  
Collagen



From gut-brain axis  
...To  
gut-skin axis

16%

of consumers in US look for **dairy** when they want to maintain/improve **physical appearance** (skin, hair, nails...).



Lifeway Foods  
unveils first probiotic  
collagen smoothie  
with kefir cultures

The Probiotic Smoothie + Collagen line combines 12 live and active cultures, 25-30 billion CFUs and **5g of collagen per serving** to support skin hydration, elasticity, smoothness and joint health.

United States, Dec 2024

Sources: Innova Trends Survey 2025 (US), Innova Database, Lifeway Foods, Inc., PR Newswire

INNOVA  
MARKET  
INSIGHTS

28

**Hiland**  
DAIRY FOODS  
FARMER OWNED



# Midwest Dairy Webinar

Dairy brands are increasingly addressing stress management & sleep quality

+114%

Year-over-year growth of dairy launches tracked with a **stress claim**\*  
(Global, YoY 2024 vs. 2023)

US, Oct 2024



Treehouse Originals Cacao Coconut Creamer

"Help you respond to **stress**, **anxiety**, **fatigue** in a sustainable way. Contains MCT which is great for **mental function**."

14%

consumers in **US** look for **dairy** to maintain/improve their **mental health**.

Crocetin creation: Meiji launching functional milk that supports vision and sleep

March 2024

- Crocetin from Gardenia fruit.
- 100mg of tryptophan.



Nestlé's China new milk powder developed for sleep quality

China, Feb 2024

"Blend of bioactive ingredients on sleep: Tryptophan, vitamin B, magnesium, zinc and nutrients combined with mulberry leaf extract."

## What's next?

Observation	Opportunity
Fresh ingredients and rich flavors drive enjoyment	<b>Focus on freshness and bold flavors</b> Incorporate claims such as <b>freshly sourced</b> , <b>farm to table</b> or <b>made with real dairy</b> prominently on packaging to <b>highlight ingredient authenticity</b> . At the same time, <b>elevate flavor experiences</b> by using <b>bold rich flavors</b> or by <b>exploring unique options</b> to create memorable and indulgent taste profiles.
Consumers look for authenticity, real ingredients and no artificial flavors	<b>Promote authenticity and health</b> Increase the use of <b>clean labels</b> , focusing on claims such as real ingredients, no artificial flavors and authentic taste while <b>incorporating storytelling about ingredient sourcing and traditional preparation methods</b> to enhance authenticity.
Indulgence and taste remain top consumption drivers, yet health is important	<b>Innovate with distinctive formulations</b> Emphasize <b>indulgent flavors</b> and <b>premium ingredients</b> , highlight <b>health-conscious attributes</b> such as natural ingredients and healthier options through clean-label claims.
For nearly one-quarter of consumers (23%), health benefits contribute to food enjoyment	<b>Highlight functional ingredients</b> Highlight <b>health benefits</b> and <b>nutritional content</b> by using claims to meet consumer expectations. Consider <b>fortifying products</b> with <b>added nutrients</b> and promoting their <b>functional benefits</b> , to appeal to health-conscious shoppers who prioritize these attributes in their food choices.

Source: Innova Market Insights

INNOVA MARKET INSIGHTS

36





# MilkPEP Event Assets



Level up your brand's next activation with custom gear and fan-favorite swag - MilkPEP covers 50% of the cost!

Through this site, you can choose from our selection of premiums, customize with your brand logo, and get your gear reserved. A representative from our premiums partner, PromoShop, will contact you directly to finalize your order and coordinate payment.

\*Deadline to reserve is 4/01/2025 with a target delivery by week of 5/09/2025. Co-op quantities are limited and offered on a first come, first served basis.

**ORDER NOW**





# 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!

- 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)





# 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*

**Hiland**  
DAIRY FOODS FARMER OWNED

Locally Made.  
Naturally Delicious.™

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



**Lactose Free**

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

*New*

**Hiland**  
DAIRY FOODS FARMER OWNED

Locally Made.  
Naturally Delicious.™

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



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



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

*New*

**Hiland**  
DAIRY FOODS FARMER OWNED

Locally Made.  
Naturally Delicious.™

With the Other Hiland Milks.

[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
3/28/2025	Alex's Lemonade Stand Sales Sheet (PDF)	<a href="#">Download</a>
3/24/2025	6oz Yogurt Discontinuations (PDF)	<a href="#">Download</a>
3/21/2025	2025 Sales Presentation Template (PPT)	<a href="#">Download</a>
3/10/2025	April 2025 Product Flyer (PDF)	<a href="#">Download</a>
3/10/2025	April 2025 Product Poster (PDF)	<a href="#">Download</a>

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

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





# Marketing Materials Catalog and Order Form

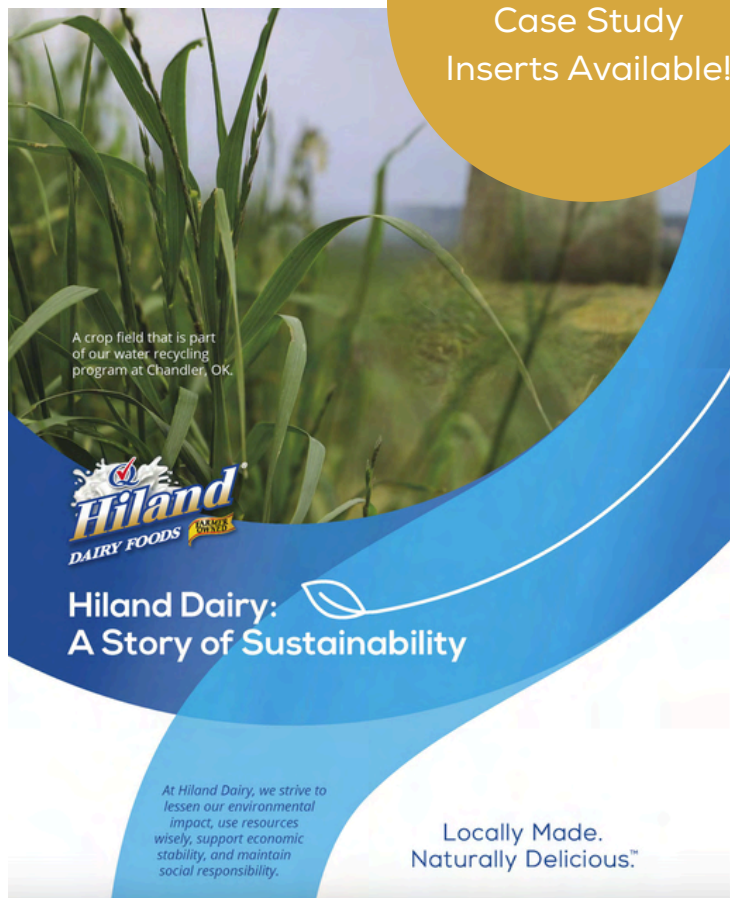
A new marketing materials catalog and order form document has been uploaded to The Hiland Sales Home. This is a great at-a-glance look at the event and promotional materials that are available to you.

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

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.

