

May
2025
Sales Team
Communications



Cookies & Cream Shake recipe from
our influencer partner,
Whisked Away Kitchen

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



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

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



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

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



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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 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.](#)

+3%
Sales Goal

Single-Serve Milks
June's Featured Product

Posters now available!

- Excellent source of protein and essential nutrients — including calcium, vitamin D, and potassium
- Three delicious flavors — White, Chocolate, and Strawberry — to satisfy every taste
- Perfect 16 oz size — ideal for school meals, vending machines, and on-the-go snacking
- Wholesome and farm-fresh — made with real milk from cows not treated with artificial growth hormones

Hiland
DAIRY FOODS FARMER OWNED

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thehilandsaleshome.com/goal-flyers

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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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Grocery in 2025: Visitation Trends and Consumer Behavior



Key Takeaways:

- **Shoppers are taking more, shorter trips to grocery stores.** Since COVID, the grocery segment has steadily increased both overall visits and average visits per location – even as average dwell times have consistently declined.
- **Grocery stores are holding ground against fierce competition.** Despite competition from discount and dollar stores, wholesale clubs, and general mass retailers like Walmart and Target, grocery stores have maintained their share of the overall food-at-home visit pie over the past several years.
- **Grocery visit share is most pronounced on the coasts.** In Q1 2025, grocery stores claimed the majority of food-at-home visits on the West Coast, in parts of the Northeast, Mid-Atlantic, and Mountain Regions, and in Florida and Michigan.
- **Fresh-format, value, and ethnic grocery visit shares are growing at the expense of traditional chains.** And in Q1 2025, fresh-format and value grocers outperformed the other sub-segments with positive YoY visit and average visit-per-location growth.
- **Hispanic markets are on the rise.** Though the broader ethnic grocery sub-segment was essentially flat YoY in Q1 2025, Hispanic-focused stores have seen steady visit growth since 2021.
- **Smaller formats for the win.** In Q1 2025, smaller-format grocery store locations outpaced mid-sized and larger-format ones, underscoring the power of compact spaces to deliver significant foot traffic gains.



TOTAL DAIRY RETAIL SNAPSHOT

52 Weeks, 2025YTD and 4 Weeks Ending 3-23-2025

RETAIL DAIRY GROWTH EXCEEDS THAT OF TOTAL FOOD & BEVERAGES IN 2025

As of 2025YTD ending 3-23, we are seeing a 5.4% rise in overall dollar sales of dairy products and a 2.6% increase in unit sales compared to the same period last year. Across all regions, growth patterns indicate an upward trend in 2025, although the last four weeks have shown a more modest increase. The timing of the Easter holiday may account for part of this, as the current data does not include Easter 2025 but does compare to Easter 2024.

The volume of individual dairy products purchased per buyer has increased this past year, with penetration upticks for half of the categories, with yogurt and butter seeing notable buyer increases among the top products.

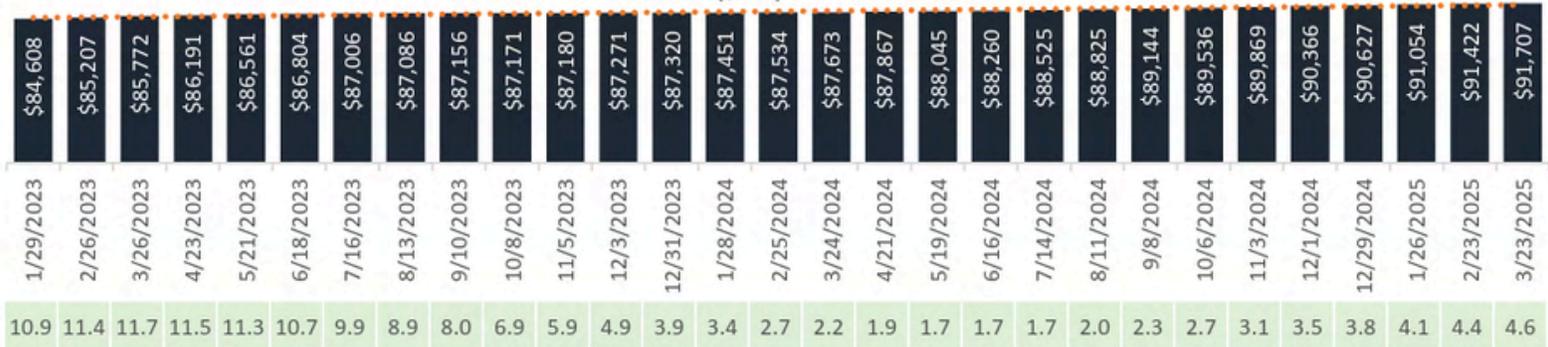


Ice cream and frozen novelties are the only categories not registering volume growth in 2025; both are currently facing declines of less than 1%. Butter has seen a 2.7% decrease in the latest four weeks though it typically experiences a buying surge around Easter, which is not reflected in these figures.

Dairy is a trusted industry among consumers, valued for the enjoyment it provides and its strong nutritional profile. Adapting to meet changing consumer needs will position it well for continued growth

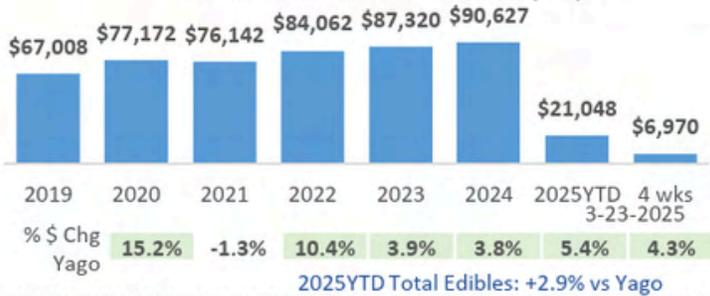
Rolling 52 Weeks Dollar Trend

TOTAL DAIRY DOLLARS (\$Mil) and % CHANGE VS YEAR AGO



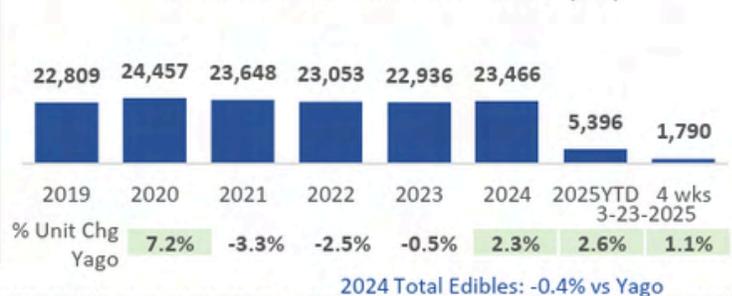
Calendar Year Dollar Trend

TOTAL DAIRY RETAIL DOLLARS (Mil)



Calendar Year Unit Trend

TOTAL NUMBER DAIRY UNITS SOLD (Mil)



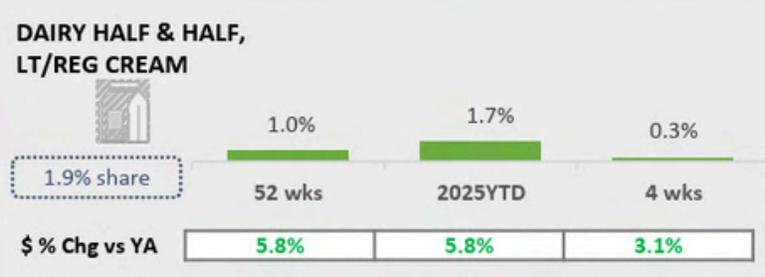
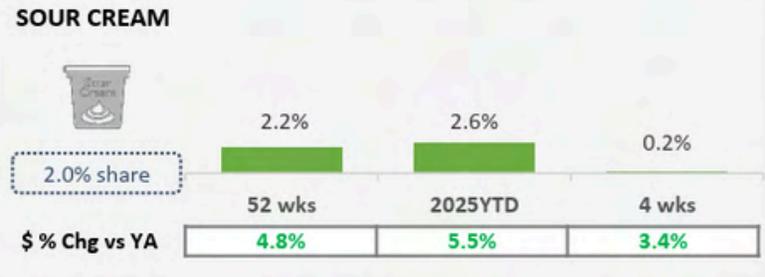
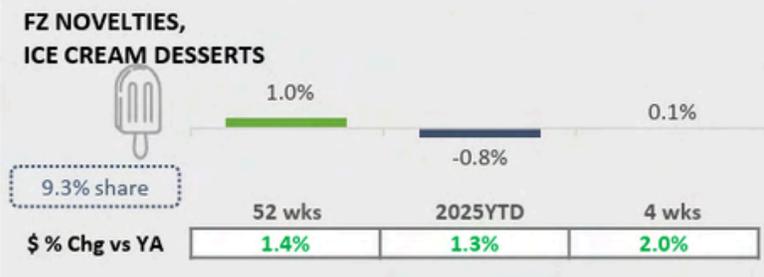
Purchase Dynamics, 52 Weeks ending 3-23-2025

Product	% Households Buy	Pt Chg vs Yago	Volume per Buyer	Vol/Buyer % Chg vs Yago	# Trips per Buyer	% Chg Trips/Buyer	Volume per Trip	% Chg Vol/Trip
Cheese – Nat, proc, crisps	96.4%	0.1	42.1 lbs	3.2	28.9	4.3	1.5	-0.3
Cow's Milk	91.7%	0.0	29.6 gal	1.2	30.0	2.4	1.0	-0.9
Ice Cream, Sherbet	82.2%	-0.2	41.8 pints	0.9	10.3	1.5	4.1	0.1
Dairy Yogurt	82.2%	1.1	39.5 pints	7.8	16.4	9.2	2.4	0.4
Fz. Novelties	77.9%	-0.7	22.7 16 oz pkg	2.3	9.7	1.6	2.3	0.7
Butter, Blends	77.5%	1.0	12.5 lbs	2.3	7.9	6.2	1.6	-2.0
Sour Cream	72.0%	-0.3	8.1 pints	3.4	7.0	4.3	1.2	-0.6
Dairy Whipping Cream	61.5%	1.5	9.0 pints	6.5	6.1	8.4	1.5	1.7
Cottage Cheese	46.4%	2.3	11.6 pints	8.2	6.9	13.2	1.7	1.0
Dairy H+H, Lt/Reg Cream	32.9%	-0.2	22.4 pints	1.7	8.8	2.3	2.6	-0.6
Dairy Creamer	16.9%	2.2	14.5 pints	14.2	6.1	31.5	2.4	1.0
Dairy Cream Spreads	2.9%	-0.1	3.5 pints	15.1	3.4	7.6	1.0	8.6

TOTAL DAIRY RETAIL SNAPSHOT

52 Weeks, 2025YTD and 4 Weeks Ending 3-23-2025

Product Volume/Dollar % Change vs Year Ago and 52 Week \$ Share of Total Dairy Categories



Note: Categories that are not labeled as "cow" or "dairy" may include non-dairy. In most cases, this is very small except for frozen novelties.

TOTAL DAIRY RETAIL SNAPSHOT

52 Weeks, 2025YTD and 4 Weeks Ending 3-23-2025

Retail Pricing Dairy prices have seen upticks across most categories.

Average Price per Vol. Equivalent

% Price Change vs. Year Ago

Category	52 Wks	2025YTD	4 wks
Cow's Milk Cheese incl random wt (prc/lb)	\$5.57	\$5.60	\$5.60
Cow's Milk (prc/gal)	\$5.20	\$5.22	\$5.28
Wht Conventional Gallon-size	\$3.58	\$3.60	\$3.62
Dairy Yogurt (pint)	\$2.80	\$2.81	\$2.82
Ice Cream, Sherbet (prc/pint)	\$1.95	\$2.04	\$2.06
Fz Novelties (prc 16 oz pkg)	\$3.75	\$3.93	\$3.93
Butter/Blends (lb)	\$4.87	\$4.99	\$4.95
Dairy Whip Cream, liquid/aerosol (prc/pint)	\$3.58	\$3.55	\$3.64
Sour Cream (prc/pint)	\$2.56	\$2.60	\$2.61
Dairy Half & Half, Lt/Reg Cream (prc/pint)	\$1.80	\$1.81	\$1.80
Cottage Cheese (prc/pint)	\$2.64	\$2.69	\$2.72
Dairy Creamer (prc/pint)	\$2.94	\$3.02	\$3.07
Dairy Cream Spreads – (prc/pint)	\$4.20	\$4.27	\$4.23

Category	52 Wks	2025YTD	4 wks
Cow's Milk Cheese incl random wt (prc/lb)	-0.2%	0.9%	0.6%
Cow's Milk (prc/gal)	3.6%	4.9%	5.8%
Wht Conventional Gallon-size	2.8%	3.8%	4.9%
Dairy Yogurt (pint)	1.9%	3.1%	3.2%
Ice Cream, Sherbet (prc/pint)	1.3%	3.1%	4.5%
Fz Novelties (prc 16 oz pkg)	0.4%	2.1%	1.7%
Butter/Blends (lb)	7.0%	4.6%	6.8%
Dairy Whip Cream, liquid/aerosol (prc/pint)	2.6%	1.7%	2.5%
Sour Cream (prc/pint)	2.6%	2.9%	3.3%
Dairy Half & Half, Lt/Reg Cream (prc/pint)	4.8%	4.0%	2.9%
Cottage Cheese (prc/pint)	5.0%	5.9%	6.7%
Dairy Creamer (prc/pint)	4.0%	6.7%	7.0%
Dairy Cream Spreads – (prc/pint)	-1.1%	-0.6%	0.6%

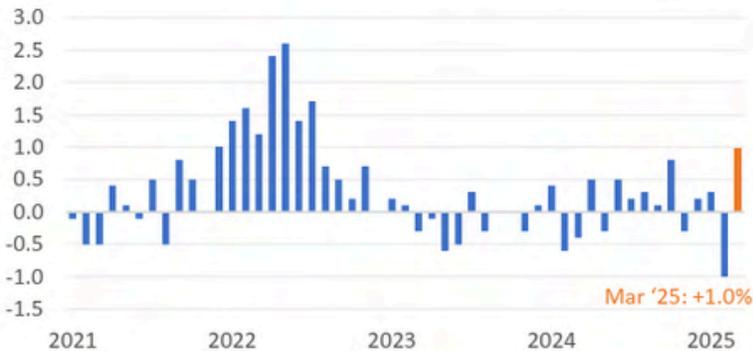


The CPI measures change in consumer prices over time based on a basket of goods.

Note: butter is not included in 'dairy'. It is considered part of fats & oils.

Consumer Price Index – Dairy Products

Month-over-month % change, Jan 2021–Mar 2025
seasonally adjusted



12 Month Inflation Rate not seasonally adjusted

The overall (all items) 12-month inflation rate was 2.4% in March 2025, down from 2.8% in February. The at-home food index rose from Feb as did dairy product prices.

	All Items	Food Away-from Home	Food At-Home
Feb '25	2.8%	3.7%	1.9%
Mar '25	2.4%	3.8%	2.4%

	Dairy	Milk	Cheese	Ice Cream	Butter
Feb '25	0.8%	1.5%	0.0%	0.8%	1.9%
Mar '25	2.2%	2.9%	2.2%	1.2%	5.5%

REAL Dairy vs. Alternatives Spotlight

Across milk, cheese, yogurt and whipping cream, REAL dairy is larger than non-dairy with more favorable performance.

52 WEEKS ENDING 3-23-2025 RETAIL VOLUME % CHANGE VS. YEAR AGO

■ Dairy ■ Non-Dairy Alternatives

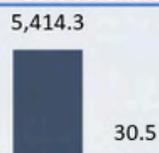
Dairy: 90% Vol share



Milk, gallons

Vol % Chg	-0.2%	-5.8%
Vol Chg	-5.8M gal	-23.2M gal

Dairy: 99% Vol share



Cheese, pounds

Vol % Chg	+2.1%	-4.7%
Vol Chg	+108.9M lbs	-1.5M lbs

Dairy: 98% Vol share



Yogurt, pints

Vol % Chg	+9.0%	0.4%
Vol Chg	+333.6M pts	0.2M pts

Dairy: 99% Vol share



Whipping Cream

Vol % Chg	+8.4%	+7.7%
Vol Chg	+53.7M pts	+0.5M pts

Dairy: 35% Vol share



Cream/Creamer, pints

Vol % Chg	+7.0%	+0.7%
Vol Chg	+81.4M pts	+14.9M pts

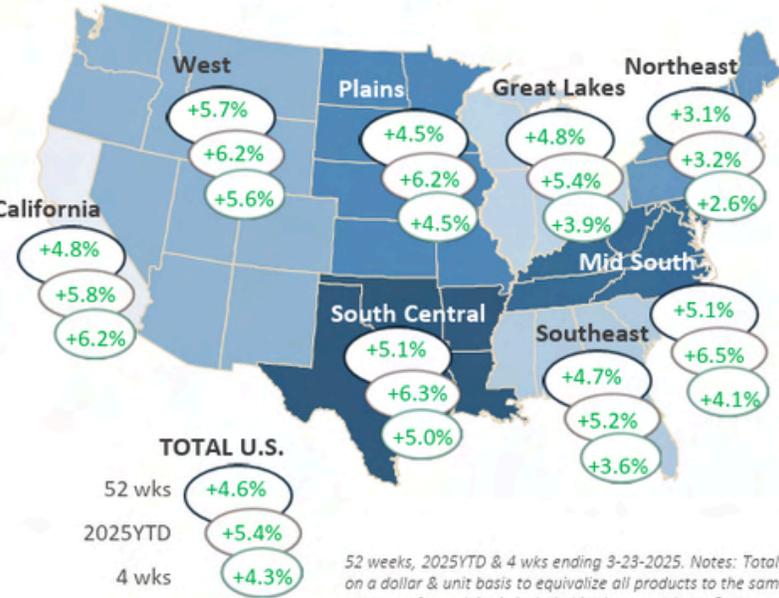
Dairy: natural + processed +

TOTAL DAIRY RETAIL SNAPSHOT

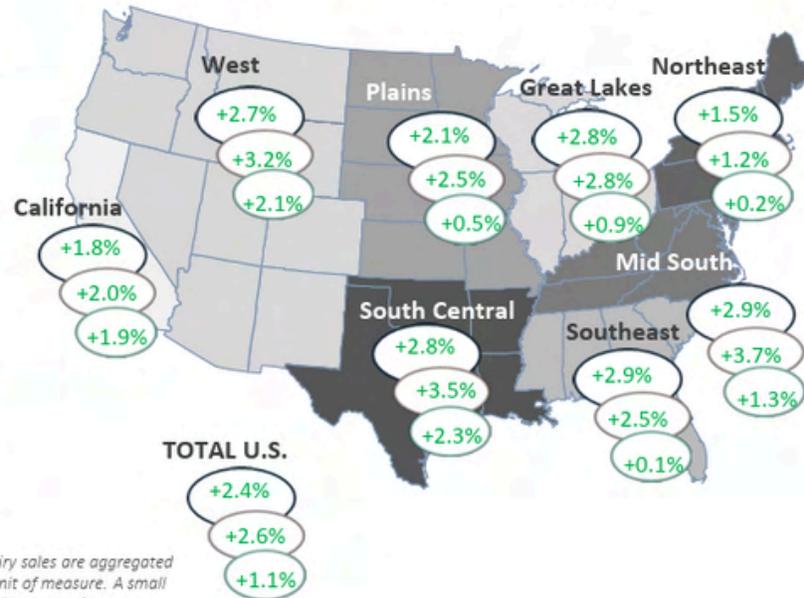
52 Weeks, 2025YTD and 4 Weeks Ending 3-23-2025

Total Dairy Category Sales View by Region

Dollar Sales % Chg vs. Year Ago



Unit Sales % Chg vs. Year Ago



52 weeks, 2025YTD & 4 wks ending 3-23-2025. Notes: Total dairy sales are aggregated on a dollar & unit basis to equalize all products to the same unit of measure. A small amount of non-dairy is included in these numbers. Butter excludes margarine.

Product Sales View by Region

Latest 52 Week Regional View: Volume Sales % Change vs. Year Ago

	Cow's Milk Cheese	Cow's Milk	Dairy Yogurt	Ice Cream, Sherbet	Fz Novelties	Butter, Blends	Dairy Whip Cream	Sour Cream	Dairy H&H, Cream	Cottage Cheese	Dairy Creamer	Dairy Spread
TOTAL U.S.	2.1%	-0.2%	9.0%	0.4%	1.0%	2.6%	8.4%	2.1%	1.0%	13.5%	30.9%	10.4%
California	2.2%	0.4%	8.5%	1.6%	0.5%	-0.2%	5.6%	3.4%	1.8%	15.1%	30.0%	10.8%
Great Lakes	2.4%	-0.4%	9.4%	0.0%	4.1%	1.5%	9.1%	1.3%	1.8%	9.7%	31.2%	31.3%
Mid-South	2.4%	0.1%	9.8%	0.1%	1.7%	3.1%	13.1%	2.4%	-1.2%	15.0%	28.6%	-0.9%
Northeast	0.3%	-1.0%	7.3%	-0.3%	-0.9%	1.0%	6.2%	1.0%	-0.1%	15.3%	22.6%	10.8%
Plains	2.7%	-0.5%	8.9%	0.3%	0.8%	2.8%	5.4%	1.5%	3.1%	9.7%	35.1%	13.1%
S. Central	2.4%	-0.4%	10.3%	0.7%	0.7%	5.9%	10.5%	2.8%	3.8%	16.6%	35.2%	12.1%
Southeast	2.4%	0.5%	9.4%	1.1%	0.5%	3.1%	9.8%	1.5%	1.6%	16.8%	35.8%	9.8%
West	2.5%	0.2%	9.2%	0.6%	0.4%	5.1%	7.1%	3.0%	1.1%	14.3%	33.5%	9.5%

New Product Spotlight

A sampling of new dairy products launched recently



USA (Mar '25)
Rosebud Soft-serve ice cream in a spouted pouch.

Source: Innova



USA (Apr '25)
Two Spoons High-protein ice cream with zero added sugar and GLP-1 friendly ingredients. Each container is 30g protein/12g per serving.



USA (Mar '25)
Kellanova Ice cream flavors inspired by Kellogg's classic cereals.

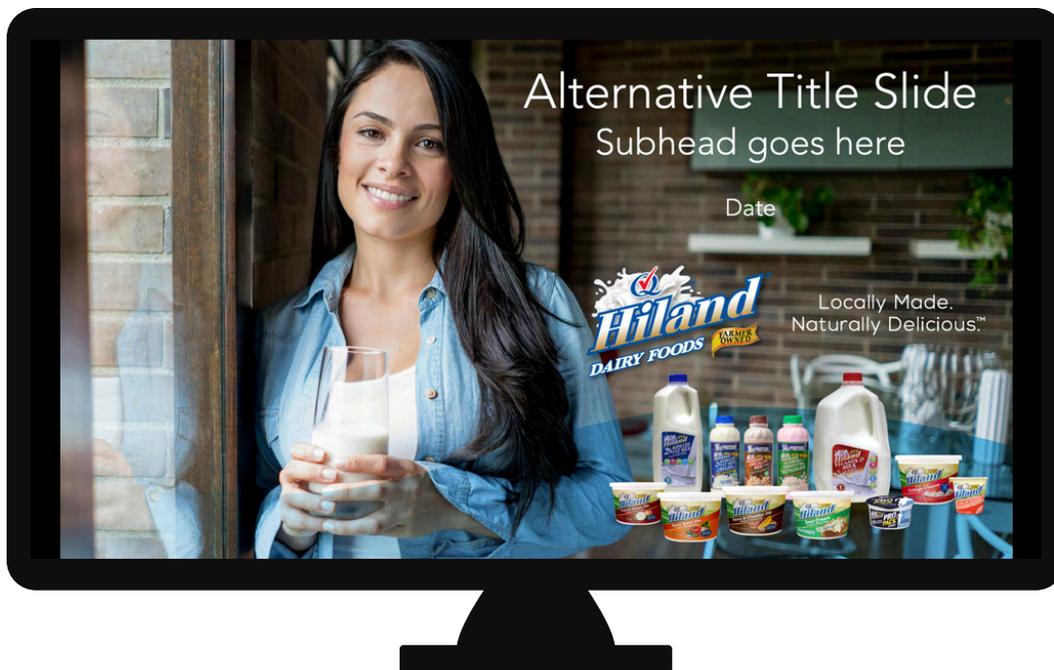
New Sales PPT Template

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!



Date	File	Download
3/21/2025	★ 2025 Sales Presentation Template (PPT)	Download
6/7/2024	2024 Hiland Locations Map (JPG)	Download
3/20/2024	2024 Lactose Free Milk Presentation (PPT)	Download



Available POS

Reach out to Bridget at 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

A Flavor for Every Mood

From classic vanilla to delicious fruit blends, there's a yogurt for every craving.

Hiland DAIRY FOODS FARMER OWNED Locally Made. Naturally Delicious.™
HilandDairy.com

Snack. Fuel. Go.

12G Protein per serving

Hiland DAIRY FOODS FARMER OWNED Locally Made. Naturally Delicious.™
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Fuel Up with Freshness

Protein. Calcium. Convenience.

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Hiland Dairy Almond Milk
Now in a Sleek **New** Package!

Fresh Packaging. Same Great Taste!

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HilandDairy.com

SILVER DOLLAR CITY GOLDEN TICKET GIVEAWAY • HILAND DAIRY •

Hiland DAIRY FOODS FARMER OWNED

YOU COULD WIN BIG THIS SUMMER — PARK PASSES, FREE HILAND & MORE!

Enter now at HilandDairy.com/GoldenTicket

Sip for a Cause

A portion of every Hiland Lemonade purchase goes to Alex's Lemonade Stand Foundation to help fight childhood cancer.

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HilandDairy.com/ALSF

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

Hiland DAIRY FOODS FARMER OWNED Locally Made. Naturally Delicious.™
HilandDairy.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
5/22/2025	Hiland Summer 2025 Golden Ticket Promo Brief (PDF)	Download
5/15/2025	Pint Milks Legacy Sales Sheet (PDF)	Download
5/15/2025	Pint Milks Texas Sales Sheet (PDF)	Download
5/15/2025	June 2025 Product Flyer (PDF)	Download
5/15/2025	June 2025 Product Poster (PDF)	Download

Reach out to Bridget at bhudson@hilanddairy.com to order Point of Sale Materials!

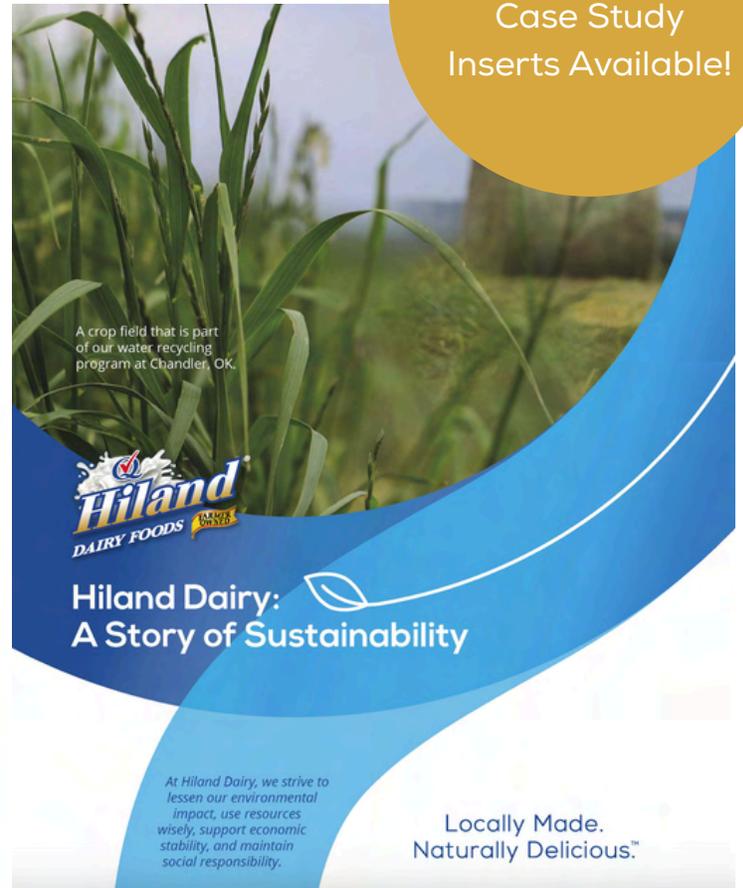
Marketing Materials Catalog and Order Form

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



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.

