

FOR IMMEDIATE RELEASE: 11/3/14

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HILAND DAIRY ROLLS OUT 'HILAND FOR THE HOLIDAYS' COOKIE CONTEST

Consumers are invited to upload their holiday cookie recipes in order to win prize packages.

SPRINGFIELD, Missouri (November 3, 2014) – For the second year in a row, Hiland Dairy is rolling out its “Hiland for the Holidays” cookie contest on its website, HilandDairy.com. Consumers will be invited to upload their favorite holiday cookie recipes that feature Hiland Dairy products. In addition, contest entrants will be asked to upload photographs of their finished holiday cookies.

For Gary Aggus, president/general manager of Hiland Dairy, ‘Hiland for the Holidays’ is a way to engage consumers while celebrating the true meaning of the holidays. Aggus says, “Hiland has been providing fresh, wholesome dairy products to families for more than 75 years.” He continues, “And the winter holiday season is the most family-oriented of the year, so it’s only natural that we observe it by celebrating the great American holiday cookie.”

Five prize packs will be awarded, each including a programmable, touchscreen slow cooker; *Fix-It and Forget-It Big Cookbook: 1400 Best Slow Cooker Recipes!* and a one-month supply of Hiland Dairy products.

The contest officially begins November 2 and runs through December 31. Consumers may enter their recipes and upload photos at HilandDairy.com/cookies.

In addition to the cookie contest, Hiland Dairy is offering flavored milks to add some festive fun to the season. Holiday shoppers will enjoy flavors such as Chocolate Mint, Pumpkin Spice, Red Velvet and Snickerdoodle. Hiland Dairy holiday milks can be enjoyed both cold and warm or as a creamer for coffee and tea. They can even be incorporated into many delicious holiday recipes.

For Hiland Dairy Flavored Milk images, visit:

<http://www.HilandDairy.com/company/media-center>

About Hiland Dairy

Hiland Dairy Foods Company is a processor and distributor of dairy foods and other beverages. Founded in 1937, the company is based in Springfield, Missouri and operates processing facilities in Arkansas, Kansas, Missouri, Nebraska and Oklahoma. In addition, Hiland Dairy Foods has distribution in 11 states throughout the Midwest. For more information visit HilandDairy.com