

FOR IMMEDIATE RELEASE

Contact:

Kathy Broniecki

Hiland Dairy

(402) 558-0637

KathyB@envoyinc.com



HILAND DAIRY WINS MULTIPLE AWARDS AT INDUSTRY LEADERSHIP CONFERENCE

SPRINGFIELD, Missouri (May 13, 2014) – Quality Chekd Dairies announced that Hiland Dairy Foods Company was named recipient of 2014 Production Excellence Award as the best single production plant within the Quality Chekd membership.

The selection criteria for Production Excellence Award finalists includes a plant audit and evaluation of all plant processes and systems for assuring product quality, as well as monthly laboratory test scores. Hiland Dairy’s facility earned the highest scores among member facilities for best overall production results and total quality at a single plant location.

Woody Rogers, general manager of Hiland Dairy said, “We are honored to receive the Production Excellence Award this year. This recognition confirms our team’s commitment to producing and delivering only the highest quality products, and winning this award serves as inspiration and motivation to continue along this path for the benefit of our customers.”

Additionally, Quality Chekd Dairies announced that Hiland Dairy Foods Company of Springfield, Missouri, was named recipient of Outstanding Marketing Achievement Awards in two categories; the ‘Best Single Product Campaign’ and ‘Best Integrated Marketing Campaign.’

The announcement is confirmation of Hiland Dairy’s “Best in Class” product and marketing programs, which have achieved specific sales and profit objectives through a combination of strategic thinking and creative execution.

“It is a tremendous honor to receive the Outstanding Marketing Achievement Awards and a great credit to the work done by our marketing team,” said Gary Aggus, President of Hiland Dairy. “Their focus and attention to conceiving a creative plan and executing its elements using integrated, well-designed strategies illustrates their commitment to their craft on behalf of all the hard working people at Hiland.”

Quality Chekd, a member-owned organization of independent dairy processors, presented the Outstanding Marketing Achievement Award at its 2014 QCS Leadership Conference held April 27th – 30th at the Omni Hotel and Resort in Nashville, Tennessee.

About Hiland Dairy Foods Company

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