



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Hiland Dairy Expands Flavored-Milk Lineup and Expands Lactose-Free Options

Chocolate Marshmallow, Strawberry Crème, Orange Crème, Egg Nog and Lactose-Free Chocolate Milk in Stores Mid-to-Late February

SPRINGFIELD, MO February 18, 2019 –Hiland Dairy Foods Company, an award-winning, farmer-owned dairy producer, is releasing four seasonal favorites, just in time for springtime. Made with fresh, pure Hiland Dairy milk from local dairy farmers, the flavors of the season include Orange Crème, Strawberry Crème, Chocolate Marshmallow and Egg Nog. Locally made and naturally delicious, these flavors can be enjoyed on their own or added to smoothies, homemade ice cream or coffee for a tasty start to the day.

Hiland also released a new flavor to their lactose-free line, a rich, chocolate lactose-free milk that is available in half-gallon sizes. Hiland Dairy's Lactose-Free Chocolate Milk began appearing on retailer's shelves in February.

According to Hiland Dairy's vice president, Rick Beaman, "Flavored milk caters to consumers' impulse for indulgence while providing the same nine essential vitamins and minerals as unflavored milk, so it's a nutritional powerhouse. The lactose-free category is in demand from our consumers, so we wanted to provide a rich, chocolatey flavor that satisfies their craving for flavored milk that is lactose-free."

Hiland Dairy Chocolate Marshmallow, Strawberry Crème, Orange Crème and Egg Nog are now available in colorful quart packages in grocery stores and mass retailers for an MSRP of \$3.49-\$3.79. These flavors will be available through mid-April.

For more information on new Hiland Dairy flavored milk and other Hiland Dairy products, visit HilandDairy.com and Hiland Dairy's Facebook, Twitter and Instagram pages.

About Hiland Dairy Foods Company

For more than 80 years, Hiland Dairy Foods has proudly supported the communities in which we live and the businesses whose customers rely on our wholesome products every day. Hiland is owned by dairy farmers who provide the fresh, delicious milk for our products, most living within miles of each of our 15 dairy processing facilities. Caring about our communities includes reducing waste, reusing resources and recycling what we can to minimize our ecological footprint. As a full-service dairy, Hiland provides an array of products, including fresh milk, lactose-free milk, organic milk, buttermilk, eggnog, ice cream, yogurt, cottage cheese, sour cream and dips, half and half, whipping cream, butter, and cheese. We also produce and distribute fresh juices, lemonade, fruit punch, Red Diamond Tea, coffee creamers, drinkable yogurt, a full line of iced coffee and alternative beverages. For more information, please visit www.HilandDairy.com.



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