



NEWS RELEASE

sContact:

Kathy Broniecki, APR
(402) 558-0637, Ext. 107
KathyB@envoyinc.com
@katbron (Twitter)

FOR IMMEDIATE RELEASE

Hiland Dairy Announces “Bring Hiland Home for the Holidays” Contest

The dairy is providing recipes, coupons, and a chance to win a year’s worth of dairy products

SPRINGFIELD, Mo., December 10, 2020 – Hiland Dairy knows the holidays are for spending time with loved ones – for laughing, sharing, and connecting. For enjoying delicious foods that warm you up from the inside out. This holiday season, Hiland Dairy reminds people that dairy is essential to create delicious recipes the entire family enjoys, like Gingerbread Cookie Bars or Creamy Corn Shrimp Chowder.

The promotion features custom holiday recipes from LoLo’s Desserts, a food blogger, and Midwest mama <https://www.lolosdesserts.com/>. Included are Boursin Dip, Chocolate Peppermint Cupcakes, Overnight French Toast Casserole, and Christmas Light Sugar Cookies. Coupons are available to purchase the select Hiland Dairy products needed to make the recipes. One lucky entrant will win a year’s worth of Hiland Dairy products.

“We know that this has been a challenging year for everyone, and we wanted to add some fun by creating this contest,” said Madeline Liles, marketing coordinator at Hiland Dairy. “Dairy foods like milk, cheese, and yogurt provide high-quality protein and are often necessary ingredients needed to make our favorite holiday meals,” Liles continued.

The contest began in November and will continue through December 31, 2020, with a winner chosen on January 6, 2021. Details and contest rules are available at <https://www.hilanddairy.com/holidays>

About Hiland Dairy Foods Company

Hiland Dairy, based in Springfield, Missouri, is a leading farmer-owned dairy foods company. Their widely loved products include ice cream, milk, butter, cheese, and eggnog. Hiland Dairy has expanded beyond dairy and has a wide variety of other beverages, such as Red Diamond Tea, lemonade, and fresh juices.

As a farmer-owned company, Hiland employs more than 2,500 people throughout Arkansas, Kansas, Missouri, Nebraska, Oklahoma, and Texas. Hiland’s farmer-owners are just miles from the Hiland processing plants where our milk goes from the farm to the shelves on average within 48 hours. Hiland strongly believes in the community and is committed to our environment. Using eco-friendly processes, Hiland continues to provide wholesome dairy to a healthy world. Learn more at <http://www.hilanddairy.com/company/media-center>

