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**FOR IMMEDIATE RELEASE**

**Indulgent and Delicious New Flavors of Hiland Dairy Milk Available Now**

***Just in time for the holiday cheer!***

**SPRINGFIELD, MO, November 1, 2019**— Hiland Dairy, a leading farmer-owned dairy foods producer, has released seven festive holiday milk flavors. Produced in small batches and available for a limited time, this year’s lineup is sure to please everyone.

Back for a second year, the immensely popular and consumer favorite from the 2018 holiday season, is Hiland Dairy’s Custard. The Custard is made from fresh Hiland milk, eggs, and sugar. The ingredients are combined and slowly heated until thickened and then chilled and packaged.

According to Rick Beaman, Vice President, Hiland Dairy Foods Company, “Custard is different from Egg Nog because the latter is made with rich Hiland Dairy cream, eggs, and nutmeg.” “We’re often told that our custard tastes like melted ice cream.” Beaman added.

New to the Holiday lineup is a Pumpkin Spice Egg Nog that combines delicious pumpkin spices with traditional egg nog. Other seasonal favorites that Hiland Dairy has released include Egg Nog, Chocolate Mint, Sugar Cookie, and Maple Pecan.

All of the Hiland Dairy Eggnogs and Seasonal Flavors are now available or will be soon at most retail locations where Hiland Dairy products are sold. The suggested retail price is $2.79.

**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, cottage cheese, sour cream, dips, 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 within 48 hours. This speedy process is environmentally friendly and gives the signature fresh taste to all Hiland products! 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 [www.HilandDairy.com](http://www.hilanddairy.com)

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