



PRESS RELEASE

FOR IMMEDIATE RELEASE

Hiland Dairy Expands in Northeast Arkansas

The dairy brand is introducing a complete lineup and a season of fun to the area.

SPRINGFIELD, MO (June 5, 2025) — Hiland Dairy is excited to announce the expansion of its product offerings and distribution capabilities in the northeast Arkansas region. This makes it easier than ever for local families to enjoy farm-fresh Hiland Dairy products, now arriving directly from their favorite, farmer-owned brand.

Long appreciated by many Arkansans for its delicious quality, Hiland is now introducing its complete line of products to communities in northeast Arkansas. This expansion stems from the transition of the Paragould distribution branch to the Hiland brand, which allows for broader service to local retailers and strengthens the brand's commitment to community markets.

“Arkansas families have supported Hiland Dairy, and now they can pour a little more Hiland into their everyday routines,” said Rick Beaman, President of Hiland Dairy. “We’re thrilled to expand our presence here and bring our fresh dairy products to more kitchen tables in northeast Arkansas.”

To celebrate the expansion, Hiland is launching its Golden Ticket Giveaway, a summer-long promotional partnership with Silver Dollar City designed to bring joy to families across the region. From June 1 to July 27, consumers can visit HilandDairy.com/GoldenTicket to enter for a chance to win free theme park tickets, fun summer gear, and the ultimate prize: a family getaway to Silver Dollar City with the coveted Golden Ticket.

“We see this moment not just as a growth milestone,” added Beaman, “but as a way to give back to the families who make us a part of their lives. What better way to do that than with some summer fun?”

Consumers in northeast Arkansas will notice a wider selection of Hiland products in their favorite stores, along with exciting promotions and the fresh, delicious taste they’ve come to expect from Hiland.

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About Hiland Dairy Foods

Hiland Dairy is a leading farmer-owned dairy foods company headquartered in Springfield, Missouri. The company offers a wide range of dairy products, including milk, dips, cottage cheese, flavored milk, sour cream, yogurt, ice cream, butter, cheese, and eggnog. Beyond dairy, Hiland also produces and distributes beverages, including Red Diamond Tea, lemonade, and fresh juices. With over 4,000 employees across Arkansas, Iowa, Kansas, Louisiana, Missouri, Nebraska, Oklahoma, Tennessee, and Texas, Hiland Dairy is committed to delivering the freshest products to its customers. Learn more at <http://www.hilanddairy.com/company/media-center>.

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