PRESS RELEASE

FOR IMMEDIATE RELEASE

Santa Has His Own Milk This Holiday Season, Courtesy of Prairie Farms and Hiland Dairy

The two farmer-owned dairy brands put a festive twist on a beloved Christmas Eve tradition and celebrate the season of giving.

EDWARDSVILLE, Ill. – NOVEMBER 25, 2026 – Leaving out milk and cookies for Santa is a holiday tradition passed down through generations of families. This year, the Prairie Farms Family of Companies is making that tradition a little sweeter with the introduction of Santa's Milk from Prairie Farms and Hiland Dairy.

Featuring whole milk in festive, Santa-themed single-serve bottles, Santa's Milk adds a little extra Christmas magic to the dairy case. The limited-edition packaging makes it fun for children to leave a special treat for Santa on Christmas Eve or to enjoy a bottle of milk with their holiday cookies throughout the season.

Santa's Milk joins a lineup of seasonal dairy favorites from both brands. Prairie Farms is bringing back its popular Egg Nog and Red Velvet Cake Flavored Milk, while Hiland Dairy is celebrating the season with Chocolate Mint Flavored Milk, Old-Fashioned Egg Nog, and Custard.

"Some of our favorite holiday memories are made around the kitchen table, baking cookies, sharing family recipes, and carrying on traditions we enjoyed as children," said Ryan Murphy, vice president of marketing for the Prairie Farms Family of Companies. "Our seasonal dairy products have been part of those celebrations for generations, and Santa's Milk is a fun way to help families create lasting memories."

Seasonal milks, eggnog, and custard are available for a limited time and can be enjoyed by the glass or used in holiday recipes, desserts, coffee, and specialty beverages. Product selection and availability vary by market and retailer.

Prairie Farms and Hiland Dairy are also celebrating the people who make the holidays special with their Pour It Forward Holiday Sweepstakes, running from November 15 through December 15, 2026.

The promotion invites consumers to recognize someone who makes a difference in their lives, whether that person is a neighbor who lends a helping hand, a friend who is always there, or a family member who brings everyone together.

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One grand prize winner from each brand will receive a Visa gift card, a year's worth of dairy, a seasonal prize pack, and a second matching prize to give to someone of their choice.

“As a farmer-owned company, we believe giving back to the communities where we live and work is important,” Murphy said. “Pour It Forward gives us an opportunity to celebrate our customers’ everyday generosity and help them share a little holiday joy with someone else.”

No purchase necessary. Eligibility requirements and official rules are available on the websites, PrairieFarms.com/PourItForward or HilandDairy.com/PourItForward

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About the Prairie Farms Family of Companies

Prairie Farms is one of the largest and most successful dairy cooperatives operating in the Midwest and South. The cooperative includes more than 500 farm families, 7,000 associates, 48 manufacturing plants, and over 100 distribution facilities, with annual sales exceeding $4.69 billion. Prairie Farms is a nationally recognized leader in the dairy industry, setting the standard for milk flavor innovations and producing award-winning milk, cheese, and cultured dairy products. With headquarters in Edwardsville, Ill., Prairie Farms’ distribution footprint covers over 30 percent of the United States. For more information, visit Prairie Farms.com.

Hiland Dairy Foods Company is a leading farmer-owned dairy company headquartered in Springfield, Missouri, providing dairy foods to retailers and communities across the Midwest and Texas. The company produces a full line of favorites including milk, cottage cheese, sour cream, yogurt, butter, and ice cream, with growing innovation in lactose-free milk and protein-rich dairy foods. Hiland also distributes beverages including Red Diamond Tea, juices, and lemonade. With more than 3,600 employees, Hiland is committed to delivering fresh, high-quality foods while supporting the farmers and communities it proudly serves. For more information, visit HilandDairy.com.