



NEWS RELEASE

# Hidden Valley® Encourages America To Get Dippin' On National Ranch Dressing Day

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A Celebration of America's Iconic Flavor Kicks Off with Remake of '90s Hit "Da Dip," UGC Promotion and Ranch Lovers Swag Store

OAKLAND, Calif., March 10, 2017 /PRNewswire/ -- Just in time for National Ranch Dressing Day this March 10, Hidden Valley® – America's favorite ranch – is calling on ranch connoisseurs and everyday fans alike to get dippin' in a mass celebration of ranch love. Fresh off the heels of its latest "Ranch Out" campaign launch, Hidden Valley is inviting ranch lovers nationwide to participate in a host of inventive and creative ways the brand is celebrating National Ranch Dressing Day. Here are a few ways fans can get involved in the fun:

- [RANCH OUT SWEEPSTAKES](#) An invitation for fans to share all the show-stopping and mouth-watering ways they dip with Hidden Valley, while getting inspired by the ranch-loving community around them. Using the hashtag #RanchOutSweepstakes, fans can snap a photo of their 'ranch-ed out' dish and share it on Instagram and Twitter for the chance to win a range of prizes, like a year's worth of Hidden Valley or a weekend for four at an all-inclusive ranch resort. Register at [RanchOutSweeps.com](http://RanchOutSweeps.com).
- [I DIP, YOU DIP, WE DIP](#) Get dippin' with the best dippin' song of all time – "Da Dip"! Hidden Valley is launching a great remake of 1990s cult classic hit. Check out the remix song and video on [YouTube](#), and get into the groove alongside fellow ranch fans as they get dippin' to the tune of "Da Dip".
- [THE RANCH OUTLET](#) The official reveal of Hidden Valley's first-ever online retail swag store. Check out the collection at [www.HVRanchOutlet.com](http://www.HVRanchOutlet.com) to find the perfect gear to celebrate your ranch pride – from a one of a kind jewel encrusted bottle, to your very own Hidden Valley ranch fountain!

Since the invention of Hidden Valley® Ranch in 1954, it has not only become America's best-selling salad dressing, but an iconic flavor synonymous with classic American cuisine. The versatility, reliability and delicious flavor of ranch makes it the perfect accompaniment to almost any food. Whether fans are dippin', dunkin' or drizzlin' ranch

on all of their favorite foods, or using it to up the flavor ante of their favorite recipes, ranch enthusiasts today are using Hidden Valley in more creative and inventive ways than ever before. From new foods to new flavors, there are endless possibilities of taste inventions, so check out [hiddenvalley.com](http://hiddenvalley.com) and get inspired to set delicious free this #NationalRanchDressingDay, and every day throughout the year.

## Abbreviated Ranch Out Sweepstakes Rules

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES & D.C. 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Sweepstakes ends 4/19/17 at 11:59 p.m. PT. For Official Rules, prize descriptions, entry periods, alternate method of receiving a bonus Sweepstakes entry, and odds disclosure, visit [RanchOutSweeps.com](http://RanchOutSweeps.com). Sponsor: The Clorox Company, 1221 Broadway, Oakland, CA, 94612.

## About Hidden Valley® Ranch

The HV Food Products Company is a subsidiary of The Clorox Company (NYSE: CLX), a leading multinational manufacturer and marketer of consumer and professional products with about 8,000 employees worldwide and fiscal year 2016 sales of \$5.8 billion. Clorox markets some of the most trusted and recognized consumer brand names, including its namesake bleach and cleaning products; Pine-Sol® cleaners; Liquid Plumr® clog removers; Poett® home care products; Fresh Step® cat litter; Glad® bags, wraps and containers; Kingsford® charcoal; Hidden Valley® dressings and sauces; Brita® water-filtration products; Burt's Bees® natural personal care products; and Renew Life® digestive health products. The company also markets brands for professional services, including Clorox Healthcare® and Clorox Commercial Solutions®. More than 80 percent of the company's sales are generated from brands that hold the No. 1 or No. 2 market share positions in their categories.

Clorox is a signatory of the United Nations Global Compact, a community of global leaders committed to sustainability. The company also has been broadly recognized for its corporate responsibility efforts, most notably receiving two Climate Leadership Awards for Excellence in 2015 and a Safer Choice Partner of the Year Award in 2016 from the U.S. Environmental Protection Agency as well as being named to CR Magazine's 2016 Best Corporate Citizens list and included in the 2016 Newsweek Green Rankings. The Clorox Company and its foundations contributed nearly \$17 million in combined cash grants, product donations, cause marketing and employee volunteerism in the past year. For more information, visit [TheCloroxCompany.com](http://TheCloroxCompany.com), including the Good Growth blog, and follow the company on Twitter at [@CloroxCo](https://twitter.com/CloroxCo).

NASDAQ: CLX-B

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