



NEWS RELEASE

With Studies Suggesting Parents (Not Just Kids) Aren't Eating Their Veggies, Hidden Valley Pushes Vegetables to the Center of the Plate

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AMERICA'S FAVORITE RANCH
DRESSING PARTNERS WITH FOOD
EXPERTS TO
INSPIRE PEOPLE TO
#LOVEYOURVEGGIES AND BENEFIT
THE YMCA OF THE USA

OAKLAND, Calif. (November 12, 2014) — It's dinnertime and an all-too-typical scene unfolds: broccoli is pushed around the plate, steamed carrots go cold, and cauliflower doesn't stand a chance. Many would suspect kids as the primary culprit of these eating habits, but in most households parents are just as guilty with adults consuming vegetables 1.6 times daily, falling far below the recommended 5-9 daily servings of fruits and vegetables¹. To address this nationwide issue, Hidden Valley is bringing together chefs, nutritionists, parents and a charity partner to chat about carrots, yak about yams and rave about radishes. Together they'll demonstrate how a little bit of ranch dressing can help make veggies more approachable — through the sharing of original recipes, tips and photography hosted on HiddenValley.com.

On the **Hidden Valley** site, users will find creative ideas from the brand and its panel of experts to help get families crunching on carrots and asking for seconds of salads. Developed based on the insight that vegetable consumption in schools is up thanks to nutrition education, the socially shareable content focuses on what works for kids can

also work for adults and features:

- Veggie Centric Recipes: Taste is one of the biggest barriers to vegetable consumption, especially since 70 percent of children tested in a study were bitter sensitive, meaning bitter foods such as broccoli and cucumber have a very unpleasant taste to them². That's why Hidden Valley is asking culinary professionals like celebrated chef **Bill Telepan**, known for featuring seasonal, fresh and local ingredients in his New York restaurants, to help bolster its collection of quick and easy veggie-centric dishes. One such recipe is Telepan's **Roasted Vegetable Salad-on-a-Stick**, which features roasted cauliflower, squash, Brussels sprouts and kale with a **Hidden Valley vinaigrette**. The **salad-on-a-stick** concept is something that is easily replicated with a selection of seasonal salad ingredients on a skewer and can be made ahead for dipping and enjoyment throughout the week.
- Snack Swaps: Nearly one in six adults gets more than forty percent of their daily calories from snacks³, which is why Hidden Valley is partnering with **Dana Angelo White**, MS, RD, ATC, to create smart solutions for satisfying sweet and salty cravings. For example, swapping a plate of greasy nachos smothered in sour cream for a more nutritious alternative, such as vegetables dipped in an easy **guacamole** made from mashed avocados, lime juice and **Hidden Valley® Original Ranch® Salad Dressing & Seasoning Mix** is just one of her suggestions. Dana is a registered dietitian, certified athletic trainer, and nutrition and fitness consultant who specializes in culinary nutrition, recipe development and sports nutrition.
- Crunched-for-Time Crafts: One of the most stressful times of day is the period between after school and bedtime⁴. Also known as crunch time, it's a juggling act of determining what's for dinner, fighting grocery store crowds, helping with homework, cooking, cleaning and getting kids to bed — all while summoning the energy and inspiration for quality family time. **Jim Higley**, an award-winning author, host of weekly radio podcast, **Bobblehead Dad Parenting**, and a national advocate for fatherhood and men's health issues, knows this first hand and encourages combining quality time with veggie time with his **Veggie Turkey Craft Project** just in time for Thanksgiving.

Users are encouraged to share the content — or provide veggie tips of their own — on their social channels using the hashtag #LoveYourVeggies. For every #LoveYourVeggies post on Twitter and Instagram, Hidden Valley will donate \$1, up to \$50,000, to **the YMCA of the USA**, which will support the organization's nutrition education programming.

"The Y is committed to improving the nation's health and well-being, and helping the millions of families and children who we serve make the healthy choice the easy choice," said Dr. Matt Longjohn, National Health Officer at YMCA of the USA. "The Y has the opportunity to educate families and kids about healthy lifestyles and cultivate environments that make it easier for kids to make healthier choices, and our partnership with Hidden Valley allows

us to continue to promote vegetables to the entire family unit."

Since 2007, Hidden Valley has donated more than one million dollars to nutrition education programs in schools and communities nationwide. The brand has also provided nutrition-focused grants to more than 80 elementary schools and community programs to help kids love and eat their vegetables.

"We know there is a veggie crisis in America with nearly three-quarters of Americans eating vegetables fewer than three times daily⁶. Hidden Valley wants to not only educate people about ways to love their veggies, but also get them excited to do so," said Julia Ponce, Hidden Valley associate marketing director. "As we look to encourage the entire family, the Y couldn't be a better partner to help us inspire change with socially-connected and busy families."

To learn more about the program or to view Hidden Valley's new #LoveYourVeggies content, visit

<https://www.hiddenvalley.com/Inspiration>.

¹CDC State Indicator Report on Fruits Vegetables, 2013

²Offering "Dip" Promotes Intake of a Moderately-Liked Vegetable among Preschoolers with Genetic Sensitivity to Bitterness," Journal of the Academy of Nutrition and Dietetics: Article in Press, Online November 24, 2011.

³Snacking Patterns of U.S. Adults: What We Eat in America, NHANES 2007-2008. Food Surveys Research Group Dietary Data Brief No. 4. June 2011.

⁴Telephone survey of 500 American moms nationwide with children 17 or younger in the household utilizing landline and cell phone exchanges; fielded September 11-13, 2013; conducted by KRC Research for Hidden Valley® Original Ranch® Dressings & Dips.

⁵Through January 14, 2015.

⁶USDA and CDC via **Juice Plus+ 2011**

About Hidden Valley®

The HV Food Products Company is a subsidiary of **The Clorox Company**, headquartered in Oakland, Calif. The Clorox Company is a leading multinational manufacturer and marketer of consumer and professional products with about 7,700 employees worldwide and fiscal year 2014 sales of \$5.5 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® and KC Masterpiece® dressings and sauces; Brita® water-filtration products and Burt's Bees® natural personal care products. The company also markets brands for professional services, including Clorox Healthcare®, HealthLink®, Aplicare® and Dispatch® infection control products for the healthcare industry. More than 80 percent of the company's brands hold the No. 1 or No. 2 market share positions in their categories. Clorox's commitment to corporate responsibility includes making a positive

difference in its communities. In fiscal year 2014, The Clorox Company and The Clorox Company Foundation contributed more than \$16 million in combined cash grants, product donations, cause marketing and employee volunteerism. For more information, visit **TheCloroxCompany.com**.

About YMCA of the USA

YMCA of the USA (Y-USA) is the national resource office for the Y, one of the nation's leading nonprofits strengthening communities through youth development, healthy living and social responsibility. Across the U.S., 2,700 Ys engage 22 million men, women and children - regardless of age, income or background - to nurture the potential of children and teens, improve the nation's health and well-being and provide opportunities to give back and support neighbors. Anchored in more than 10,000 communities, the Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. ymca.net

Contact:

Kelly McAlearney, The Clorox Company; (510) 271-2183; kelly.mcalearney@clorox.com

Leigh Lehman, Current PR; (310) 967-3409; llehman@talktocurrent.com