



Hidden Valley Ranch Debuts Life-Size Bottle Costume and Treat Size Packets for Halloween

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Brand helps fans celebrate holiday with ranch-and-pizza duo costume and treat size packets

OAKLAND, Calif., Sept. 13, 2021 /PRNewswire/ -- Hidden Valley® Ranch is giving superfans a new way to show their ranch love with the official Hidden Valley Ranch Costume and Hidden Valley Ranch Halloween Treat Size Packets.

For years, ranch fans have been DIY-ing Hidden Valley Ranch costumes, but now they can be sure to win best-dressed in the official Hidden Valley Ranch Costume. And to double the fun, those looking for the perfect couple's or BFF ensemble can grab the official Pizza Costume to dress up as everyone's favorite dipping duo.

To make things even tastier, there's also a new trick-or-treat goodie on the block this year. Fans can purchase Hidden Valley Ranch Halloween Treat Size Packets to ranchify their trick-or-treaters' bags or bring a deliciously spooky addition to the Halloween party pizza table.

"Halloween is one of the top pizza delivery nights of the year, which means Halloween and pizza go together as well as Hidden Valley Ranch and pizza," says Nadine Katkhouda, Associate Director at Hidden Valley Ranch. "It's the ideal occasion to not only enjoy the most delicious duo of ranch and pizza, but to become it."

All items are available for purchase at the **Hidden Valley Ranch Shop** starting September 13 and while supplies last. The Hidden Valley Ranch Costume sells for \$40 and fans can add on the pizza costume for an additional \$35. Hidden Valley Ranch Halloween Treat Size Packets can be purchased for \$20. Costs exclude shipping and handling, which are calculated at checkout.

To learn more about Hidden Valley® Ranch, visit www.hiddenvalley.com and follow the brand on **Twitter**.

About Hidden Valley Ranch

Hidden Valley® Ranch is the nation's original ranch dressing brand and was founded in 1954 by Steve Henson. Hidden Valley Ranch has unleashed America's favorite ranch across all mealtime and snacking occasions, offering



the bottled Hidden Valley Original Ranch in many varieties and in more forms for fans to enjoy the ranch flavor they love. The Hidden Valley Original Ranch Seasoning and Salad Dressing Mix Shaker is perfect for brining ranch flavor to weeknight dinners, Hidden Valley Homestyle Ranch Seasoning makes great-tasting restaurant ranch attainable at home, Hidden Valley Ranch Ready-To-Eat Dips introduce a thick and creamy ranch to easily scoop with favorite snacks, and Hidden Valley Ranch Blasted Dipping Sauces bring bold flavor to enhance any food. Hidden Valley Ranch's products can be found in grocery retailers across the country.

The Clorox Company

The Clorox Company (NYSE: CLX) is a leading multinational manufacturer and marketer of consumer and professional products with about 9,000 employees worldwide and fiscal year 2021 sales of \$7.3 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 and wraps; Kingsford® grilling products; Hidden Valley® dressings and sauces; Brita® water-filtration products; Burt's Bees® natural personal care products; and RenewLife®, Rainbow Light®, Natural Vitality CALM™, and NeoCell® vitamins, minerals and supplements. The company also markets industry-leading products and technologies for professional customers, including those sold under the CloroxPro™ and Clorox Healthcare® brand names. More than 80% 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 and the Ellen MacArthur Foundation's New Plastics Economy Global Commitment. The company has been broadly recognized for its corporate responsibility efforts, included on the Barron's 2020 100 Most Sustainable Companies list, 2021 Bloomberg Gender-Equality Index, the Human Rights Campaign's 2021 Corporate Equality Index and the 2021 **Parity.org** Best Places for Women to Advance list, among others. In support of its communities, The Clorox Company and its foundations contributed about \$20 million in combined cash grants, product donations and cause marketing in fiscal year 2021. For more information, visit **TheCloroxCompany.com** and follow the company on Twitter at @CloroxCo.

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For media inquiries:

Jordyn Volk

Current Global

jvolk@currentglobal.com

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