



Hidden Valley Creates First-Ever Man-Made Diamond Made of Ranch, Giving Super Fans a Stunning 2 Carat Symbol of True Ranch Love

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OAKLAND, Calif., March 10, 2022 /PRNewswire/ -- Hidden Valley® Ranch is debuting a first-of-its-kind diamond made of Hidden Valley Ranch, a beautiful and timeless way for ranch lovers to show their love for each other and ranch. Beginning today – National Ranch Day – fans can bid to purchase The Ranch Diamond from Hidden Valley with all proceeds benefiting charity.

Destined to become a conversation piece, the 2 carat round brilliant cut diamond was expertly created by a professional diamond maker in a lab by heating Hidden Valley Ranch Seasoning to 2,500 degrees, and then crushing the output beneath 400 tons of pressure, taking five months total to create. After being polished to perfection, the eye-catching diamond was then set in a 14K white gold band with "HVR LVR" engraved on the inside.

"Last year, when one of our custom Valentine's Day bottles was used in a marriage proposal, we were inspired," said Deb Crandall, Marketing Director at Hidden Valley Ranch. "We saw a love of ranch become part of one of life's most beautiful moments. It made us wonder, how can we make this act of love even more memorable?"

With proposals and weddings at an all-time high, there's no better time to debut The Ranch Diamond from Hidden Valley. At 2 carats, it brings sparkle to everyday activities – including dipping pizza, wings or French fries in ranch.

Today through March 17, people can bid on the diamond at TheRanchDiamond.com, and the winning bidder will receive the Ranch Diamond from Hidden Valley in time for National Proposal Day on March 20. Bidding will start at just \$310, in honor of National Ranch Day on March 10, but a diamond made of ranch is truly priceless. All proceeds will benefit Feeding America, and every dollar raised will help provide at least 10 meals.

To learn more about Hidden Valley® Ranch, visit www.hiddenvalley.com and follow the brand on [Twitter](https://twitter.com/HiddenValleyRanch).

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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