



# POP! Gourmet® Enters Partnership Agreement with the makers of Hidden Valley® Ranch to Bring America's Favorite Ranch to the Salty Snack Aisle

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New popcorn and chips available in national retailers and online

SEATTLE, Oct. 18, 2018 /PRNewswire/ -- **POP! Gourmet**, a leader in innovative snack food products, announced today the launch of **Hidden Valley® Ranch Seasoned Popcorn** and **Hidden Valley® Ranch Seasoned Wavy Potato Chips** in an effort to bring America's favorite ranch flavor to salty-snack lovers across the USA.

With the love of salty snacks and ranch flavor on the rise, POP! Gourmet views its exciting partnership with The Hidden Valley Food Products Company as the answer to delivering tasty new options to snack fans, while building category leadership for the company.

"Hidden Valley® is the latest addition to our portfolio of unexpected, premium flavors. Our new Hidden Valley® Ranch seasoned Popcorn and Chips offer consumers a bold, yet familiar flavor we know they're already craving on foods beyond salads. That passion, mixed with our quality popcorn and chips product, is sure to exceed expectations," said James Jang, EVP of Operations at POP! Gourmet.

POP! Gourmet created these new products to offer Hidden Valley® fans a new way to enjoy their favorite ranch flavor.

"Ranch-enthusiasts nationwide should be very excited. We carefully crafted Hidden Valley® Ranch seasoned Popcorn and Chips to embody the delicious Hidden Valley® Ranch flavor. Every bite explodes with the classic ranch taste that people everywhere love so much," added Mr. Jang of POP! Gourmet.

Hidden Valley® Ranch seasoned Popcorn and Chips are available today in select major conventional grocery outlets, warehouse outlets and other retailers and will be rolling out nationwide this fall.

Hidden Valley® Ranch Popcorn will be offered in multiple package sizes in 1.5oz, 4.5oz and 12oz bags, portioned at

170 calories/serving. Hidden Valley® Ranch Wavy Chips will be offered in 1.5oz, 7.5oz and 20oz bags, portioned at 150 calories/serving.

**About POP! Gourmet:**

POP! Gourmet is an award-winning snack food company focused on creating innovative popcorn and chip products. POP! Gourmet's mission is to provide delicious, mouth-watering snack-food enjoyment for everyone who takes pleasure in fresh, bold flavors. POP! Gourmet's products can be found in conventional grocery, natural grocery and warehouse retailers across the county, as well as online at [www.popgourmet.com](http://www.popgourmet.com).

Links:

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**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 approximately 8,700 employees worldwide and fiscal year 2018 sales of \$6.1 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; RenewLife® digestive health products; and Rainbow Light®, Natural Vitality® and Neocell® dietary supplements. 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 has been broadly recognized for its corporate responsibility efforts, most notably being named to the Drucker Institute's 2017 Wall Street Journal Management Top 250 list, The Just 100: America's Top Citizens list, CR Magazine's 2018 100 Best Corporate Citizens list, Barron's 2018 100 Most Sustainable Companies, and the first sector-neutral Bloomberg Gender Equality Index in 2018. 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 2018. For more information, visit [TheCloroxCompany.com](http://TheCloroxCompany.com), including the Good Growth blog, and follow the company on Twitter at @CloroxCo.

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