



# Hidden Valley® Kitchens™

Made for Flavor®





# For the Love of Flavor



Your customers expect every bite to burst with great flavor. Hidden Valley Kitchens® puts flavor first with craveable, lovable brands trusted by loyal fans and operator partners everywhere. We'll work with you to create fun, delicious menu ideas just right for today's trends and appetites.

## Flavor runs in the brand family



America's #1 ranch brand<sup>1</sup> offers seasoning and sauce mixes for house-made flavor made fast.



Award-winning barbecue sauces kettle-cooked to produce rich layers of sweet, smoky flavor.



America's #1 charcoal brand<sup>2</sup> trusted for real fire-grilled flavor like no other.



Cultures, flavors and traditions unite to create a delicious marinade made for everyone.



Add savory flavor and rich color to soups, stews, sauces and gravies.

# GET RANCH RIGHT WITH



## RANCH IS THE #1 CONDIMENT!<sup>3</sup>



## AMERICA'S #1 RANCH BRAND<sup>4</sup>



## FLAVOR CONSUMERS CRAVE.

# 91%

 of fast-food consumers expect Hidden Valley to be the ranch brand served<sup>5</sup>

1,3,4 IRI, MULO 12 months ending 8/25/2024 2 Based on IRI Unit Sales Data 5 Consumer Quantitative Survey 2025; among 72% of fast-food consumers who expect restaurant ranch to be a national brand



**MAKES MENUS  
MORE LOVED.**

**ON PIZZA**  
55% of consumers  
EAT PIZZA  
WITH RANCH<sup>1</sup>



**ON CHICKEN**  
69% of consumers  
EAT CHICKEN  
WITH RANCH<sup>2</sup>



**ON FRIES**  
62% of Millennial/Gen Z consumers  
EAT FRIES  
WITH RANCH<sup>3</sup>

**ON SANDWICHES**



**SIMPLY MAKE  
IT FRESH.**

Hidden Valley® seasoning and sauce mixes let you create fresh dips, sauces and dressings that surpass bottled competitors in taste.



**FRESHLY MADE  
IN MINUTES**

Quickly whisk up your own fresh, house-made Hidden Valley® Original Ranch® with these simple ingredients.



HALF GALLON BUTTERMILK  
(OR MILK FOR ADD MILK RECIPE)



HALF GALLON  
MAYONNAISE



HIDDEN VALLEY® ORIGINAL RANCH®  
DRESSING, DIP & SAUCE MIX PACKET



For optimal flavor and thickness, refrigerate for a minimum of 12 hours before serving. Keep refrigerated.

**SO EASY TO INNOVATE**



PICKLE RANCH



CHIPOTLE RANCH



HOT HONEY RANCH



AVOCADO RANCH



BACON JALAPEÑO RANCH

**MAKE GREAT  
FLAVOR YOUR  
SIGNATURE**

HOUSE-MADE HIDDEN VALLEY®  
ORIGINAL RANCH®



1-2 SIMPLE INGREDIENTS



**MORE RECIPES.  
MORE IDEAS.**



1,2,3 Clorox Jan 2025 custom quantitative study of 599 condiment users fielded – "which foods do you regularly eat with bottled ranch"

# 2 NEW BIG FLAVORS FOR BOLD BITES

NEW!



## GARLIC RANCH

The perfect pairing of two beloved flavors.



MADE WITH BUTTERMILK & GARLIC

82% of all consumers love or like garlic<sup>1</sup>

64% of ranch lovers love or like garlic sauce<sup>2</sup>

<sup>1</sup> Datassentials Menu Trends 2024 <sup>2</sup> Datassential, FLAVOR 2022, of consumers who love garlic sauce

BOLD ranch flavor

BLASTED™ RANCH FRIES



BIG visual appeal

BLASTED™ RANCH CHICKEN TENDERS



VERSATILE across the menu

BLASTED™ RANCH BREADSTICKS OR PIZZA CRUSTS



# SHAKE UP YOUR MENU!

Add craveable flavor and excitement to everyday menu items with Hidden Valley® Blasted™ Ranch Seasoning. Use as an upsell or menu enhancement to pump up profits!



NEW!



## JALAPEÑO RANCH

The spicy, cool, and creamy flavor profile consumers crave.



52% of all consumers love or like jalapeño<sup>1</sup>

58% of Hidden Valley Ranch consumers love or like jalapeño<sup>2</sup>

<sup>1</sup> Datassentials Menu Trends 2024 <sup>2</sup> Datassential, Consumer Preferences YE MAR'24

RANCH WITH A KICK!

## OTHER FLAVORFUL SEASONINGS AND SAUCES FROM HIDDEN VALLEY®



NO PRESERVATIVES IN ALL VARIETIES



# Brush with greatness



### A Legendary Barbecue Sauce.

Craft the incredible with rich, authentic barbecue sauces made with tomato puree and real molasses. Perfect for pizza, burgers, grilled meats and more, customers love the true flavor of a trusted favorite.

**BBQ Insight** } Barbecue pizza is one of the top 5 most-menued pizza varieties.<sup>1</sup>

### Flavor Maker

BBQ chicken pizza made with KC Masterpiece® barbecue sauce, shredded cheeses and red onion.



### KC Masterpiece® PREMIUM BLEND

- ✓ No Preservatives
- ✓ No Artificial Colors
- ✓ No Artificial Flavors
- ✓ No High Fructose Corn Syrup
- ✓ Gluten Free
- ✓ Kosher



### KC Masterpiece® ORIGINAL BLEND

- ✓ No Artificial Flavors
- ✓ Gluten Free
- ✓ Kosher



**BBQ Insight** } 2nd most-menued sauce in restaurants.<sup>1</sup>





# Fire up the flavor

## America's Number One Charcoal Brand.<sup>1</sup>

Charring, smoking and open-fire cooking are making a culinary mark in foodservice. And, chefs across the country are embracing this signature method to create fresh, authentic and flavor-forward dishes consumers are craving. Made with premium wood char and raw materials, Kingsford® charcoal is proven to perform, ready faster, and burns longer\* and more evenly than competitive briquets.

**Kingsford® reduces waste by converting over 1,000,000 tons of wood scraps into quality charcoal briquets every year.**



## Kingsford® THE ORIGINAL

- ✓ Ready to Cook in 15 Minutes
- ✓ Long Burn Time
- ✓ 100% Natural
- ✓ No Chemical Additives



## Flavor Maker

Kingsford®-grilled beef brisket, smothered in KC Masterpiece® barbecue sauce and served with fried onions and smashed pinto bean spread.

<sup>1</sup>Compared to other nationally available charcoal brands.

<sup>1</sup> Based on IRI Unit Sales Data



# A flavorful twist on fusion

## An Authentic Teriyaki Marinade.

Infuse more flavor with exceptional goodness. Soy Vay® Veri Veri Teriyaki® Marinade combines ginger, garlic, onion and soy sauce with no preservatives or high fructose corn syrup.

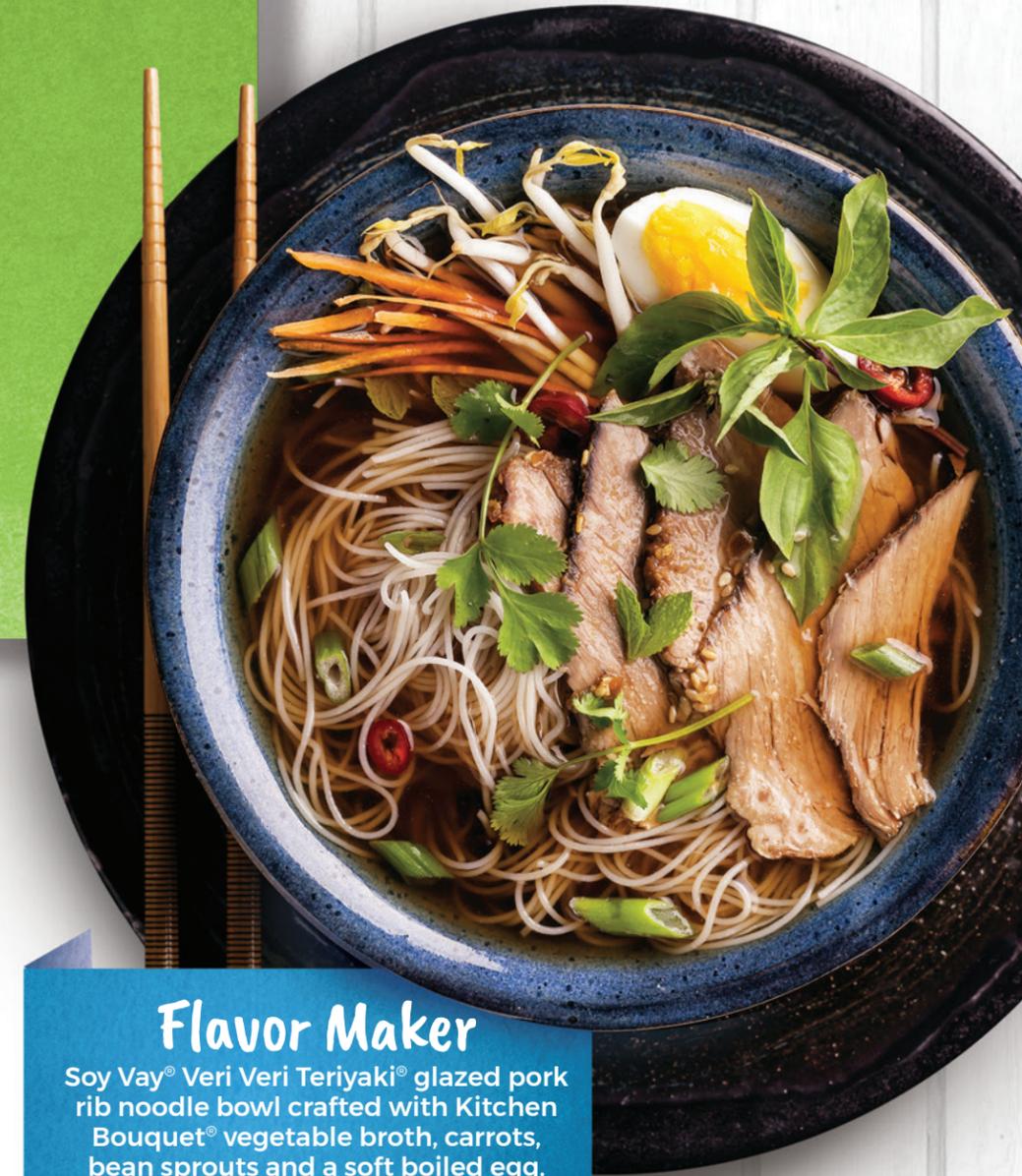


## Flavor Maker

Soy Vay® Veri Veri Teriyaki® glazed meatballs served with carrot, cucumber and peanuts on a baguette with chili aioli.

## Soy Vay® VERI VERI TERIYAKI®

- ✓ No Preservatives
- ✓ No High Fructose Corn Syrup
- ✓ Kosher



## Flavor Maker

Soy Vay® Veri Veri Teriyaki® glazed pork rib noodle bowl crafted with Kitchen Bouquet® vegetable broth, carrots, bean sprouts and a soft boiled egg.

**Fusion Insight** } When used on pork entrées, Teriyaki shows a +9% 4-year growth rate.<sup>1</sup>

**Fusion Insight** } **Popular Menued Asian-Inspired Appetizers:<sup>1</sup>**  
Fried Pork +27.6% 4-year trend  
Chicken Dumplings +36.5% 4-year trend  
Coconut Shrimp +61.5% 4-year trend  
BAO +16.4% 4-year trend

**Fusion Insight** } Teriyaki is the 2nd-most-popular menued Japanese entrée with +74% menu penetration.<sup>1</sup>



<sup>1</sup> Datassential SNAP!, August, 2022



# The true color of culinary



**Flavor Maker**

Pot roast, caramelized onions, jack and cheddar cheeses over farmhouse toasted wheat bread with rich brown gravy made with Kitchen Bouquet® sauce.

## A Classic Flavored Broth & Browning Sauce.

A staple of kitchens everywhere, Kitchen Bouquet® sauce blends together vegetables, spices and herbs into a concentrated broth to bring enhanced color and savory flavor to soups, roasted meat, burgers, vegetarian dishes and low-sodium recipes.

## Kitchen Bouquet® BROWNING & SEASONING SAUCE

- ✓ No High Fructose Corn Syrup
- ✓ Gluten Free
- ✓ Kosher



**Savory Insight**

**Ethnic soups are on the rise the next four years:<sup>2</sup>**  
Tom Yum (+14.6%),  
Tofu (+8.8%)  
Egg Drop (4.1%)

**Savory Insight**

Loaded fries are showing a +44% 4-year trend on menus.<sup>1</sup>

**Flavor Maker**

Food truck smothered fries covered in sharp cheddar cheese, fresh scallions and beer gravy made with Kitchen Bouquet® sauce.



# Add flavor across your menu with even more ideas.

[hiddenvalleykitchens.com/recipes](http://hiddenvalleykitchens.com/recipes)

## Flavor Maker

Crispy chicken thighs dusted with Hidden Valley® Ranch Seasoning, served with Nashville Hot Hidden Valley® Ranch dressing.



Hidden Valley

Product	Product Code	Case Pack	Case Weight (lbs.)	Case Cube	Cal <sup>a</sup>	Fat (g) <sup>a</sup>	Sodium (mg) <sup>a</sup>	Chol. (mg) <sup>a</sup>	Carb. (g) <sup>a</sup>	
<b>Hidden Valley® Dry Mixes</b>										
Original Ranch®	21004	18/1 gal. (3.2 oz./pouch)	4.20	.300	90	10	240	5	1	
Original Ranch®	05200	20 lb. bulk‡	21.30	.600	90	10	240	5	1	
Original Ranch® Add Milk Recipe	21177	6/16 oz. canister	6.97	.240	0	0	60	0	1	
Original Ranch® Add Milk Recipe	21174	18 lb. bulk	19.3	.600	90	9	210	5	2	
Original Ranch® Add Milk Recipe	21176	12/1 gal. (8.0 oz./pouch)	7.50	.400	90	9	210	5	2	
Original Ranch® No MSG Added†*	21286	18 lb. bulk	19.3	.600	100	11	240	5	1	
Original Ranch® No MSG Added†*	21003	12/1 gal. (3.2 oz./pouch)	2.89	.300	100	11	240	5	1	
Blue Cheese	21005	18/1 gal. (3.1 oz./pouch)	4.17	.300	110	11	110	10	1	
Garden Italian	21008	18/1 gal. (8 oz./pouch)	9.90	0.580	120	14	190	0	1	
<b>NEW!</b> Garlic Ranch	50033	12/8 oz	7.55	0.396	5	0	135	0	1	
<b>NEW!</b> Jalapeño Ranch	50032	12/8 oz	7.55	0.396	5	0	135	0	1	
BLASTED™ Ranch Seasoning Canister	48015	6/16 oz. canister	6.95	.257	0	0	50	0	1	
BLASTED™ Ranch Seasoning Bulk	48016	1/20 lb. bulk box	21.03	.604	0	0	50	0	1	

Chart values based on mix fully prepared, nutritional information per 2 tablespoon serving prepared dressing, except 21177, 48015, and 48016. 21177, 48015, and 48016 are based on ¼ teaspoon (0.9g) dry seasoning. <sup>a</sup>As prepared, per serving. <sup>\*</sup>When prepared as directed. <sup>†</sup>May contain minor levels of free glutamate used in the added ingredients. <sup>‡</sup>Yields 100 gallons. Includes proportioned measuring scoop. One scoop makes one gallon.

KC Masterpiece

<b>KC Masterpiece® Sauces</b>										
KC Masterpiece® Original Barbecue Sauce	05418	4/158 oz.	44	1.19	60	0	230	0	13	
KC Masterpiece® Premium Blend Barbecue Sauce	09336	4/158 oz.	44	1.06	60	0	230	0	14	

Soy Vay

<b>Soy Vay® Marinade</b>										
Soy Vay® Veri Veri Teriyaki® Marinade	01981	4/10 lb.	45.6	1.15	40	1	580	0	8	

Kitchen Bouquet

<b>Kitchen Bouquet® Browning &amp; Seasoning Sauce</b>										
Kitchen Bouquet® Browning & Seasoning Sauce	05102	12/1 qt.	36.2	1.01	10	0	5	0	3	
Kitchen Bouquet® Browning & Seasoning Sauce	05100	4/1 gal.	42.9	1.19	10	0	5	0	3	

Kingsford

<b>Kingsford® Charcoal</b>										
Kingsford® Twin Pack Briquets	32069	2/20 lb.	41.3	1.72	-	-	-	-	-	

### Available Tools

To help you mix, dispense and serve Hidden Valley® dressings:

1. Shaker
2. Squeeze bottle
3. 4-gallon mixing bucket
4. 2-gallon mixing bucket
5. Ladle
6. Souffle cup sticker



Hidden Valley  
Kitchens

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The HV Food Products Company  
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Find more information, merchandising materials and fresh recipes at  
[hiddenvalleykitchens.com](http://hiddenvalleykitchens.com)

Contact us today at [AFH@HiddenValley.com](mailto:AFH@HiddenValley.com)

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