

**Hidden Valley First To Leverage Allrecipes' AmazonFresh Integration**  
**Tuesday, March 13, 2018 01:00:00 PM (GMT)**

**eCommerce Innovation Allows Millions of Home Cooks Click to Purchase Ranch Products for Same-Day Delivery**

SEATTLE, March 13, 2018 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)), the nation's leading media and marketing company serving nearly 200 million unduplicated American consumers every month, announced today that Hidden Valley is the first advertising partner to leverage the [Allrecipes.com AmazonFresh integration](#), making it easier for millions of home cooks to recreate the great-tasting recipes they are inspired by on the same day.

The integration with AmazonFresh allows users to click to purchase a recipe's ingredients – including fresh meat, fruits and vegetables, frozen and packaged food items – and have the order delivered on the same day in available markets. With the Hidden Valley partnership, when a recipe calls for bottled ranch or dry dip mix, the recommended Hidden Valley Ranch product will automatically be added to the user's AmazonFresh shopping cart and then delivered in time to prepare dinner that evening.

Allrecipes is the world's largest digital food brand, with 80 million users worldwide and 1.5 billion annual visits.

"Our partnership with AmazonFresh changed the game for millions of home cooks. Making this technology available to our brand partners is the next important step in changing the way home cooks discover, plan and shop for their meals," said Corbin deRubertis, VP, Digital Innovation, Meredith Digital.

The launch of the Hidden Valley Ranch campaign coincides with National Ranch Day on March 10, and will give millions of home cooks an easier way to add ranch flavor to their meals with a one-click purchase of Hidden Valley's range of products.

"People love ranch flavor for everything from dipping their pizza to seasoning their pork chops, and Allrecipes is the go-to, trusted resource for millions of home cooks searching for dinner inspiration," said Brian Steinbach of HV Food Products Company. "We're excited to be the first brand to use this technology to promote relevant products to home cooks, at the moment they need them, in a seamless way."

This new use of Allrecipes' AmazonFresh integration helps CPG brands like Hidden Valley take advantage of the growing number of home cooks who purchase ingredients and meal kits online. According to [Nielsen](#), eCommerce will account for over 90 percent of CPG sales growth over the next three years.

"When we develop new products, we always do so with our 170 million families in mind. Our goal is to make her life easier, from discovering a meal to getting it on the table. This meaningful consumer experience enables trusted brands like Hidden Valley to be part of the value we bring her," said Marla Newman, Senior Vice President, Meredith Digital.

The campaign will also incorporate Meredith's full suite of shopper marketing solutions, including Meal Planner cards, rich media ads, geo-targeted offers, and "May We Suggest" native recipe integrations that recommend Hidden Valley Ranch products as a complement to Allrecipes' most popular pizza recipes.

**ABOUT MEREDITH CORPORATION**

Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)) has been committed to service journalism for more than 115 years. Today, Meredith uses multiple distribution platforms — including broadcast television, print, digital, mobile and video — to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches nearly 200 million unduplicated American consumers every month, including 85 percent of U.S. Millennials. Meredith is a leader in creating content across media platforms and life stages in key consumer interest areas such as entertainment, food, lifestyle, home, parenting, beauty, fashion, news and sports. Meredith also features robust brand licensing activities including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. and at [walmart.com](http://walmart.com), as well as innovative business-to-business marketing solutions provided by Meredith Xcelerated Marketing.

**ABOUT HIDDEN VALLEY® RANCH**

The HV Food Products Company is a subsidiary of The Clorox Company (NYSE: CLX). Clorox is a leading multinational manufacturer and marketer of consumer and professional products with approximately 8,100 employees worldwide and fiscal year 2017 sales of \$6 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; and RenewLife® digestive health products. 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 Management Top 250 list, The Just 100: America's Top Citizens list, CR Magazine's 2017 Best Corporate Citizens list and the first sector-neutral Bloomberg Gender Equality Index in 2018. In support of its communities, The Clorox Company and its foundations contributed about \$11 million in combined cash grants, product donations and cause marketing in fiscal year 2017. For more information, visit [TheCloroxCompany.com](http://TheCloroxCompany.com), including the Good Growth blog, and follow the company on Twitter at [@CloroxCo](https://twitter.com/CloroxCo).

☐ View original content with multimedia: <http://www.prnewswire.com/news-releases/hidden-valley-first-to-leverage-allrecipes-amazonfresh-integration-300612942.html>

SOURCE Meredith Corporation

**Contacts:** Kristin Kovner: 646/847.9167; kristin@ksquaredstrategies.com

**Countries:** United States

**Industries:** Advertising, Banking & Financial Services, Computer Electronics, Hardware & Software, Food & Beverages

**Languages:** English

**Primary Identifiers:** CLX-US, MDP-US

**Related Identifiers:** CLX-US, MDP-US

**Subjects:** Licensing & Marketing Agreements, New Products & Services