



snak club



Seasoned Nuts

Bringing the most loved Ranch flavor to snack nuts!

There's only 1 Ranch Dressing and it's Hidden Valley

7/10

U.s. Households Purchase Some Form Of Ranch Products

60%
Share

In Ranch Dressing Category

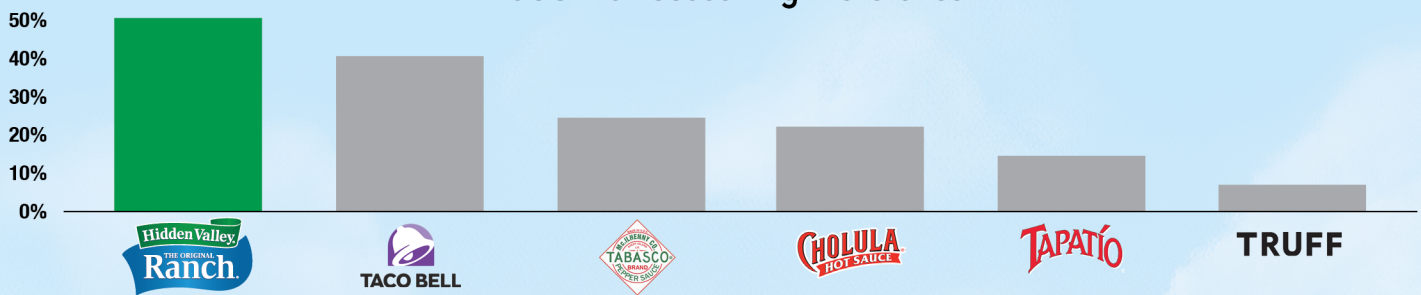
43.7%

Household Penetration



50% of Consumers Want Hidden Valley Ranch Nuts & Trail Mix

Nut & Trail Seasoning Preference



Snak Club delivers across all key flavors.

	Regular	Honey	Savory	Chili/Chili Lime	BBQ	Spicy	Ranch
snak club	✓	✓	✓	✓	✓	✓	✓
Planters	✓	✓	✓	✓	✓	✓	✗
Blue Diamond	✓	✓	✓	✓	✓	✓	✗
Wonderful	✓	✓	✓	✓	✓	✗	✗
Nut Harvest	✓	✗	✓	✓	✓	✓	✗
Frito Lay	✓	✓	✓	✗	✗	✓	✗
Hampton Farms	✓	✓	✗	✓	✗	✓	✗
Sabritas	✓	✗	✓	✓	✗	✓	✗
Emerald	✓	✓	✗	✗	✗	✓	✗
Peanut Patch	✓	✗	✓	✗	✗	✓	✗

Source: Numerator Custom Research 04/2023 N=500

Snack Size

Premium Size

Family Size



2.25oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
7.50 L x 4.50 W x 1.25 D

4.5oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.35 L x 5.25 W x 1.00 D

11oz



Case dimensions (In.):
13.82 L x 6.38 W x 8.75 D
Package dimensions (In.):
9.50 L x 6.50 W x 2.25 D



2.5oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.25 L x 5.25 W x 5.25 D

7oz



Case dimensions (In.):
13.82 L x 6.38 W x 8.75 D
Package dimensions (In.):
8.25 L x 5.25 W x 2.25 D



2.5oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.35 L x 5.25 W x 1.50 D

8oz



Case dimensions (In.):
13.82 L x 6.38 W x 8.75 D
Package dimensions (In.):
9.50 L x 7.00 W x 3.00 D



2oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
7.50 L x 4.50 W x 1.25 D

3oz



Case dimensions (In.):
9.5 L x 7.5 W x 4.25 H
Package dimensions (In.):
8.35 L x 5.25 W x 1.50 D

8.5oz



Case dimensions (In.):
13.82 L x 6.38 W x 8.75 D
Package dimensions (In.):
9.50 L x 7.00 W x 3.00 D