

Multivac Portion Pack with Snapsil Opening Feature
Hidden Valley Ranch Salad Dressing 1.5 oz Dip & Pour Cups
Introduced to the market 2nd quarter of 2017.

The Multivac Portion Pack with Snapsil Opening Feature as implemented in the Hidden Valley Ranch Salad Dressing 1.5 oz Dip & Pour Cups represents a brand-new approach to portion pack marketing and functionality. This style of portion package, which is thermoformed, liquid-filled and sealed under modified atmosphere for extended shelf-life, allows the consumer to use the package one of two ways; 1) the spout can be snapped open for easy discharge of the dressing on to a salad, etc. or, 2) the package can be peeled open to be used as a dipping container.

This is the first dual-functionality package for consumers to enjoy America's favorite condiment, ranch dressing. The primary difference between this and previous dual-opening feature packages is the patented Snapsil opening feature. The Snapsil opening feature allows for one-handed, easy opening, creates an audible snap which reinforces perceived freshness and package integrity, enables no-mess directional dispensing and an engaging consumer experience.

With Multivac, Hidden Valley Ranch has introduced new varieties of their famous ranch dressing in convenient, engaging packaging that brings a fresh excitement to the shelf-stable condiments sector.

The package enables consumers of ranch dressing to purchase a single package and try a variety of different flavors including Traditional, Greek, Avocado and Cucumber Ranch Dressings. This allows the customer to 'try before they buy' a bottle of dressing. Further, the size and functionality of the packages make it perfect 'to go' so consumers can enjoy America's favorite condiment anywhere.

The varieties of ranch dressing are packaged automatically with the Multivac R535 thermoformer under ideal atmosphere for product quality. Each variety is packed in a distinct formed, sealed and contour-cut shape which creates unique billboard for branding and reinforces the product variant. Multiple package executions are easily accomplished on the same machine thanks to simple forming, sealing and contour cutting change-over with the KPS 07 matched male/female complete cutting system.