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### Kraft Dresses up Cottage Grove, MN

Kraft, the maker of Kraft salad dressing recently filmed a television commercial in Cottage Grove, MN as part of a series of commercials to get the word out about their new and improved varieties of ranch dressing (including peppercorn and buttermilk). The commercials all follow a similar format, whereby a woman is driving across the country visiting communities with the name Hidden Valley. She is driving an enormous RV that is painted with the Kraft slogan and a large bottle of Kraft dressing on the side. In the Cottage Grove commercial, she is disturbing the peace of Hidden Valley, a quiet Cottage Grove neighborhood, by shouting into a bull horn, “who’s ready for some great ranch flavor?” She is intercepted by real life Cottage Grove police officers, Gina Lamers and Dave Clausen and jokingly says “I guess if great taste is a crime, then take me off to flavor prison.”

Filming took place on a chilly spring day and ended with the President of the Hidden Valley neighborhood association endorsing Kraft dressing, which is quickly turned around by the Kraft spokesperson who reports that the President of Hidden Valley prefers Kraft dressing. Hidden Valley is also a brand of salad dressing and competes with Kraft.

To view the Kraft commercial please go to:

<http://www.facebook.com/kraftroadranch#/video/video.php?v=1036818815274>