



- Advertisement -

Summertime is Saladtime with Litehouse

With warmer weather in the forecast, [Litehouse](#) is celebrating National Salad Month (May) with its latest [Litehouse in the House](#) campaign centered around salads — the unofficial food of the season according to 43 percent of consumers who say summer is the best time to eat salads.

Litehouse said its dressings are as versatile as they are delicious. Summertime must-haves from Litehouse include Homestyle Ranch Dressing & Dip, Caesar Dressing and Coleslaw Dressing.

Ahead of the official start of summer, the new Summertime Saladtime creative builds upon the brand's Litehouse in the House campaign, which spotlights "The Ranch Guy," America's most enthusiastic ranch dressing super fan. The Summertime Saladtime ad spots feature "The Ranch Guy" along with his family and friends — including his bestie, a life-sized carrot — as they enjoy ranch and other Litehouse dressings on salads and more.

"From late spring through summer, consumers often seek out lighter meals which naturally leads to an increase in salad consumption," said Paul Hemingway, vice president of marketing and communications at Litehouse Inc. "The Litehouse in the House Summertime Saladtime campaign celebrates the versatility of Litehouse products and brings back 'The Ranch Guy' to showcase how a little 'drizzly drizzly' of Litehouse dressing can elevate any summer get together."

Running now through mid-July, the national Summertime Saladtime campaign features a mix of social media, digital marketing and shopper marketing tactics that bring the creative to life online and in-store, including:

- Litehouse is assembling a "Salad Summer School" curriculum of weekly cooking classes hosted on @LitehouseFoods on Instagram, with tasty and inspiring summertime recipes.
- An integrated marketing plan, including a suite of new ad spots that will launch on Connected-TV and a dedicated campaign landing page featuring delicious summer salad recipes, and more.
- Throughout the campaign, Litehouse will offer select discounts, coupons and rebates on its dressings, including a \$1 off coupon on Ibotta and Instacart and additional digital coupons offered at select retailers valued at \$1.25 off any Litehouse dressings.

The Summertime Saladtime retail promotion features an array of Litehouse dressings and dips, including the brand's popular Homestyle Ranch, Coleslaw and Italian flavors as well as the new 20-ounce Creamy Italian flavor, perfect for creamy pasta salad, summertime shrimp salad and creamy corn salad. Litehouse dressings and dips are gluten-free and made with no artificial colors, flavors or preservatives and are sold in the refrigerated produce department at retailers nationwide.