



World Cup Tourists Embrace Ranch Dressing Trend

Description

The 2026 FIFA World Cup in the United States is showcasing American cuisine, with ranch dressing gaining immense popularity among international visitors. This creamy sauce, made from buttermilk, vegetable oil, and spices, has captured the taste buds of many who are exploring US food culture for the first time. One European tourist even declared on Reddit that "ranch dressing should be a human right."

The Transportation Security Administration (TSA), responsible for airport passenger screening, noted the rising interest in ranch dressing. They humorously advised travellers to be mindful of their luggage space when packing the sauce, as standard bottles exceed the liquid limit for carry-on items.

Ranch dressing, which has been the most popular salad dressing in the US for years, is commonly used as a dip for various foods, including chicken wings and pizza. It was created in the 1950s by a plumber in Alaska and later popularised by Clorox, which produced a bottled version after acquiring the brand in 1972. Ranch dressing sales totalled approximately \$1.5 billion last year.

The US government predicts around 10 million international tourists will visit for the World Cup, with attendees sampling diverse culinary delights, despite a survey showing over half of respondents have an unfavourable view of the US. Hidden Valley Ranch plans to leverage this interest by distributing seasoning mix packets in host cities, allowing fans to create their own dressing at home.

While Hidden Valley focuses on testing interest abroad, there are no immediate plans for international expansion. However, those who adored ranch dressing during their visit are encouraged to bring home dry seasoning packets instead.

Vocabulary List:

1. **cuisine** //kwɪ'zi:n// (noun): style of cooking from a country or region
2. **screening** //ˈskri:nɪŋ// (noun): checking people or bags for safety
3. **acquiring** //ə'kwɑɪərɪŋ// (verb): buying or getting something, often a company
4. **sales** //seɪlz// (noun): money from selling goods or services
5. **seasoning** //ˈsi:zənɪŋ// (noun): a mix of spices to add flavor to food
6. **survey** //ˈsɜ:vɪ// (noun): a set of questions to learn people's opinions

Comprehension Questions



Multiple Choice

1. What is ranch dressing made from?

- Option: Yogurt, herbs, and spices
- Option: Buttermilk, vegetable oil, and spices
- Option: Cream, vinegar, and mustard
- Option: Olive oil, garlic, and lemon juice

2. In which decade was ranch dressing created?

- Option: 1930s
- Option: 1940s
- Option: 1950s
- Option: 1960s

3. Which company popularised ranch dressing by producing a bottled version?

- Option: Nestle
- Option: Unilever
- Option: Clorox
- Option: Kraft

4. How much did ranch dressing sales total approximately last year?

- Option: \$500 million
- Option: \$1 billion
- Option: \$1.5 billion
- Option: \$2 billion

5. How many international tourists is the US government predicting for the World Cup?

- Option: 5 million
- Option: 10 million
- Option: 15 million
- Option: 20 million

6. What does the TSA humorously advise about ranch dressing?

- Option: It should not be consumed on flights
- Option: Be mindful of luggage space
- Option: It is banned in carry-on items
- Option: Don't pack ranch dressing at all



True-False

7. Ranch dressing is the most popular salad dressing in the US.
8. Ranch dressing was created by a chef in California.
9. Hidden Valley Ranch plans to expand internationally in the near future.
10. The Transportation Security Administration is responsible for monitoring ranch dressing sales.
11. Ranch dressing is commonly used as a dip for foods like chicken wings and pizza.
12. A survey showed that over half of the respondents have a favourable view of the US.

Gap-Fill

13. Ranch dressing has gained immense popularity among international visitors at the 2026 FIFA World Cup in the United States, showcasing American cuisine, with _____.
14. Ranch dressing was created in the _____ by a plumber in Alaska.
15. Last year, ranch dressing sales totalled approximately _____ billion.
16. The TSA humorously advised travellers to be mindful of their luggage space when packing _____.
17. Hidden Valley Ranch plans to distribute seasoning mix packets in host cities to allow fans to create their own dressing at _____.
18. The US government predicts around _____ million international tourists will visit for the World Cup.

Answer

- Multiple Choice:** 1. Buttermilk, vegetable oil, and spices 2. 1950s 3. Clorox 4. \$1.5 billion 5. 10 million
6. Be mindful of luggage space



True-False: 7. True 8. False 9. False 10. False 11. True 12. False
Gap-Fill: 13. ranch dressing 14. 1950s 15. 1.5 17. home 18. 10

CATEGORY

1. Business - LEVEL5

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4. ranch dressing
5. salad dressing
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