



NEWS RELEASE

America's Snacking Season Is Here: New National Survey Reveals Americans Don't Stop Snacking All Summer Long

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Utz Brands shares the rituals and regional loyalties defining summer snacking, including a state-by-state chip flavor map that proves every American has a unique flavor identity

HANOVER, Pa.--(BUSINESS WIRE)-- Summer is America's peak snacking season, according to a new nationally representative survey from Utz Brands, Inc., a leading U.S. manufacturer of branded salty snacks, conducted by independent pollsters Censuswide.* The findings reveal that nearly two-thirds of Americans (62.2%) snack at least once every day during the summer months and 30.5% reach for something salty multiple times a day. Just 1% report never snacking in summer, making it one of the most universally observed warm-weather rituals in the country.

Utz Brands, Inc. Survey: America's Snacking Index, Summer 2026

The United Snacks of Summer survey of more than 2,500 U.S.

consumers reveals the habits, occasions and a state-by-state flavor map that define how Americans snack from Memorial Day to Labor Day and every moment of summer fun in between. So, what are they reaching for?

Potato Chips Reign Supreme, But Which Flavor Is Up For Debate

When asked to choose just one salty snack for the summer, 35.6% of Americans chose potato chips, more than double any other snacking category. But which flavor rules? The country is divided, with Original (18.7%), Sour Cream & Onion (18.5%) and Barbecue (17.8%) all separated by less than one percentage point nationally. Salt & Vinegar follows at 13.3%, with Jalapeño/Spicy (8.5%), Dill Pickle (6.6%), Ranch (5.6%) and Salt & Pepper (4.4%) rounding out the field.

Flavor Preference Also Varies by Region and State

While Original holds strong across the Northeast and Great Plains, Barbecue dominates across the South and parts of the Midwest. Salt & Vinegar punches above its 13.3% national average as the favorite flavor in Arizona (24%), Montana (24%), Rhode Island (24%), Oregon (22%) and Virginia (22%).

And then there is Alaska, the only state in the nation where more than 1 in 5 people (22%) named Dill Pickle as their favorite, making Alaska the undisputed Dill Pickle chip capital of America.

When and Where America Snacks: Top Summer Occasions

Nearly half of all American snackers (44.7%) reach for chips at a backyard barbecue or cookout, making it the No. 1 summer snacking occasion by a double-digit margin over any other event.

Late-night snacking at home (34.5%) and during Fourth of July celebrations (34.2%) round out the top three snack occasions, with road trips (27.5%) and picnics (24.3%) also ranking highly.

Barbecue chips were the undisputed winners of the Fourth of July picnic. Nationally, nearly one-third of Americans reach for Barbecue chips first on America's birthday.

The Snack Stack: America's Boldest Chip Pairings

Whether it's a chip-stuffed PB&J or a chip-topped scoop of ice cream, Gen Z and millennials are rewriting the rules of the snack stack. Nearly 1 in 4 Americans (23.6%) say the most unusual thing they've ever put a chip on is a sandwich. Burgers and hot dogs came in second (13.2%), followed by soup or chili (10.3%) and ice cream or dessert (9.6%).

"Summer has always been the ultimate snacking season, and this survey confirms what we hear from snack lovers every year: when the sun comes out, so do the chips," said Stacey Schultz, Senior Vice President, Marketing at Utz Quality Foods, LLC, a subsidiary of Utz Brands, Inc. "At Utz®, we've been fueling America's summer snacking rituals for over a century, and we're turning up the heat this summer with bold limited-edition flavors like our Lemonade Chips and Summer Sizzlin' Burger Ripple Chips, made for every backyard barbecue, road trip, and yes, even late-night solo bag moment."

***Survey Methodology:** A nationally representative survey by independent pollsters Censuswide asked 2,523 U.S. consumers, ages 18-55+, about their summer snacking preferences from May 6 to May 12, 2026. Censuswide is a member of the Market Research Society (MRS) and the British Polling Council (BPC), and a signatory of the Global Data Quality Pledge. Censuswide adheres to the MRS Code of Conduct and ESOMAR principles.

About Utz Brands, Inc.

Utz Brands, Inc. (NYSE: UTZ) manufactures a diverse portfolio of savory snacks through popular brands, including Utz®, On The Border® Chips & Dips, Zapp's® and Boulder Canyon®, among others.

After over a century with a strong family heritage, Utz continues to have a passion for exciting and delighting consumers with delicious snack foods made from top-quality ingredients. Utz's products are distributed nationally through grocery, mass merchandisers, club, convenience, drug and other channels. Based in Hanover, Pennsylvania, Utz has multiple manufacturing facilities across the U.S. to serve its growing customer base. For more information, please visit www.utzsnacks.com or call 1-800-FOR-SNAX.

SPM Communications

Agency Media Contact

Ashley Lennington

ashleyL@spmcommunications.com

Utz Brands, Inc.

Media

Colleen Farley

Cfarley@utzsnacks.com

Utz Brands, Inc.

Investor

Trevor Martin

tmartin@utzsnacks.com

Source: Utz Brands, Inc.