



NEWS RELEASE

# Boulder Canyon Launches 'Be for Real' Campaign Celebrating Real Ingredients and Real Moments

2026-01-08

HANOVER, Pa.--(BUSINESS WIRE)-- **Boulder Canyon**®, America's fastest growing salty snack brand<sup>1</sup>, has launched its first national brand campaign, "Be for Real," in partnership with **The Sasha Group**. This campaign invites consumers to disconnect from digital distractions and reconnect with real moments and simple pleasures.

Boulder Canyon's New Brand Campaign Celebrates Real Ingredients and Genuine Experiences in a World of Digital Overstimulation

The campaign will be showcased in the places where consumers connect—on social media, online

videos, and where consumers shop. It celebrates Boulder Canyon's top items like Avocado Oil Sea Salt Kettle and Thin & Crispy Sea Salt Potato Chips, and the brand's commitment to real, simple ingredients — including potatoes grown in North America, avocado oil, and sea salt.

In a world dominated by AI images and social media trends, Boulder Canyon's "**Be for Real**" campaign encourages consumers to put down their phones and embrace genuine experiences. It seeks to remind consumers that in a world full of shortcuts and easy routes, it's refreshing to diverge from societal norms and break free from autopilot.

"Boulder Canyon has always been about keeping it real and we are excited to share the brand essence in our first-ever national brand campaign," said Stacey Schultz, SVP, Marketing at Utz Quality Foods, LLC, a subsidiary of Utz Brands, Inc. "The 'Be for Real' campaign is a natural extension of who we are as a brand. We're inviting consumers to find moments of authenticity in their daily lives, just as we've stayed true to using only select ingredients in our snacks for more than 30 years."

The brand, founded in 1994, has become a leader in the better-for-you snack category by staying true to its founders' vision: using only select ingredients to make great tasting snacks.

To learn more about Boulder Canyon and its lineup of snacks, visit the **Boulder Canyon website** or follow

@BoulderCanyon on **Facebook**, **Instagram** and **TikTok**.

## 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 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](http://www.utzsnacks.com)** or call 1-800-FOR-SNAX.

1 Source: Circana MULO+C Dollar Sales Change vs YA, 2025 YTD as of 12/28/2025

### SPM Communications

Agency Media Contact

Ashley Lennington

**[ashleyL@spmcommunications.com](mailto:ashleyL@spmcommunications.com)**

### Utz Brands, Inc.

Media

Colleen Farley

**[Cfarley@utzsnacks.com](mailto:Cfarley@utzsnacks.com)**

### Utz Brands, Inc.

Investor

Trevor Martin

**[tmartin@utzsnacks.com](mailto:tmartin@utzsnacks.com)**

Source: Utz Brands, Inc.