



NEWS RELEASE

Boulder Canyon® Showcases New and Bestselling Products at Natural Products Expo West 2025

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Non-GMO chip brand offers better-for-you snacking with bold flavors made with avocado oil

HANOVER, Pa.--(BUSINESS WIRE)-- **Boulder Canyon®**, a pioneer in the better-for-you snack movement, will showcase its distinctive snacks at the Natural Products Expo West 2025, held March 4-7 at the Anaheim Convention Center, in Hall A, Booth 1017.

Boulder Canyon showcases new and bestselling snack foods at the Natural Product Expo West 2025! Source: Utz Brands, Inc.

Boulder Canyon offers a variety of snacks, most of which are made with avocado oil and are

non-GMO verified. At Expo West, Boulder Canyon will sample new and fan-favorite products, including:

- NEW Boulder Batch – Mike’s Hot Honey® potato chips, featuring hot honey for a sweet, spicy crunch, launch in April.
- NEW Tortilla Chips, made with avocado oil and lightly seasoned, available in Sea Salt, Blue Corn, and Lime & Sea Salt, launch in May.
- Wavy Chips, new, ridged potato chips cooked in avocado oil, debuted exclusively at Whole Foods Market in September 2024 and offer a softer bite compared to a traditional kettle chip. Available nationally in Sea Salt and Cheddar Sour Cream.

The brand will also be showcasing some of its bestsellers, including:

- Canyon Poppers®, the brand’s first expansion beyond traditional chips, were introduced last year in Aged White Cheddar and Jalapeño Ranch.
- Avocado Oil Hickory Barbeque Kettle Cooked Potato Chips, made with high-quality potatoes and cooked in small batches, feature a sweet, smoky flavor with garlic and onion.

- Multipacks & Variety Packs, recently introduced in a variety of sizes, feature Boulder Canyon's best-selling avocado oil products in convenient single-serve bags.

"At Expo West, we're giving a first look at Boulder Canyon's latest innovations, including our new Tortilla Chips and Wavy Potato Chips, both cooked in avocado oil," said Vice President of Marketing Korlin Serauskis of Utz Quality Foods, LLC, a subsidiary of Utz Brands, Inc. "Boulder Canyon has always been committed to delivering bold, better-for-you snacks, and this year, we're continuing the tradition by introducing flavors and forms that elevate the snacking experience and set a new standard for the category."

Boulder Canyon products are available for purchase online at www.bouldercanyon.com or from leading retailers nationwide. For more information, follow Boulder Canyon on **Facebook**, **Instagram** and **TikTok**.

#Expowest

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 or call 1-800-FOR-SNAX.

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