



NEWS RELEASE

Keebler, Mother's, and Utz Bring New Excitement With Sweet and Salty Variety Multipacks!

9/22/2022

Mouthwatering Grab & Go Packages of Cookies, Pretzels, Popcorn, and Cheese Balls!

HANOVER, Pa.--(BUSINESS WIRE)-- Building on the relationship previously announced in 2021, the sweet & salty snack food experts at Keebler® and Mother's® have teamed up with **Utz Brands, Inc.**, one of the fastest-growing brand platforms in salty snacks sales, to create unbeatable grab & go variety multipacks. With an ever-growing demand for snack food variety offerings, this partnership aligns innovative category leaders with their iconic brand portfolios and significant retail reach to form a winning combination!

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20220922005687/en/>

Keebler, Mother's, and Utz unite with Sweet & Salty Variety Multipacks! You'll love'm! Source: Available NOW in leading retailers across the U.S., the combined Keebler®, Mother's®, and Utz® variety multipacks are competitively priced and come in convenient 12, 20, and 30 count offerings. There's also a 40 count available online at **Amazon.com** and **Boxed.com**, ideal for the home pantry.

Variety multipacks come with individual packages of household favorites, including Keebler® Fudge Stripes™ Minis, Keebler® Chips Deluxe® Minis, Mother's® Circus Animal® Cookies, Utz® Oven Baked Mini Specials Pretzels, Utz® White Cheddar Cheese Popcorn, and Utz® Mini Cheese Balls. They'll satisfy every craving, whether sweet or salty!

"This partnership brings two sweet and salty snacking powerhouses together to deliver the best of both worlds," said Fabio Caldera, SVP Marketing Cookies, Cones & Crusts, Keebler Company. "This innovative partnership gets our beloved snacks into the hands of more consumers, bringing something exciting to existing customers while also creating new fans of all three brands."

"With an ever-growing demand for snack food variety offerings, the Keebler, Mother's, and Utz partnership is well-positioned to leverage household favorite brands in an easy-to-carry, easy-to-store, variety multipack. With this winning combination of brands, there's an indulgent snack for everyone in the family!" said Bill Blubaugh, SVP Marketing & Communications, Utz Brands, Inc.

For additional information, please visit **Keebler.com**, **MothersCookies.com**, and **UtzSnacks.com**. And stay connected with Utz on **Facebook**, **Instagram**, **TikTok**, and **Twitter**. Don't forget to tell us if you are a little more sweet or salty today!

#SWEETANDSALTY

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, Golden Flake®, Zapp's®, Good Health®, Boulder Canyon®, Hawaiian Brand®, and TORTIYAHS!®, 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 located across the U.S. to serve our growing customer base. For more information, please visit **www.utzsnacks.com** or call 1-800-FOR-SNAX

About Keebler

The Keebler elves make more than 30 varieties of delicious cookies and sweet treats made from quality ingredients, including the classic Fudge Stripes™, Chips Deluxe®, Sandies®, and more. Ernie and the elves bring magic to family moments by delighting cookie lovers. Keebler cookies are available at mass, grocery, and convenience stores nationwide. For additional information, please visit **Keebler.com** and stay connected with Keebler on social (**Instagram**, **Facebook**, **Twitter**, **Pinterest**, and **YouTube**).

About Mother's Cookies

Since 1914, Mother's has been sparking celebrations and creating moments of cookie joy. From helping families celebrate holidays to becoming an after-school snack staple to inspiring delicious dessert recipes, Mother's has been there for all the sweet moments, baking memories into every bite. Mother's extensive cookie portfolio includes Mother's® Circus Animal®, Mother's® Chocolate Chip Cookies, Mother's® Coconut Cocadas®, Mother's® Double Fudge Cookies, Mother's® English Tea® Cookies, Mother's® Taffy® Dulce de Leche, Mother's® Iced Oatmeal Cookies, Mother's® Oatmeal Cookies, and Mother's® Peanut Butter Gauchos Cookies.

Forward-Looking Statements

Certain statements made herein are not historical facts but are "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, as amended. The forward-looking statements generally are accompanied by or include, without limitation, statements such as "will", "expect", "intends", "goal" or other similar words, phrases or expressions. These statements are based on the current expectations of the Company's management and are not predictions of actual performance. These statements are subject to a number of risks and uncertainties and the Company's business and actual results may differ materially.

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Media

Utz Brands, Inc.

Kevin Brick

kbrick@utznacks.com

Investors

Utz Brands, Inc.

Kevin Powers

kpowers@utznacks.com

Media

Keebler and Mother's

Gabby Toro-Rosa, Golin

GToro-Rosa@golin.com

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