Potbelly and Zapp's Launch Hot Pepper Chips

2025-07-01

New Must-Try Chips Inspired by the Brand's Signature Hot Peppers Give Fans a Spicy and Craveable New Crunch

CHICAGO--(BUSINESS WIRE)-- Potbelly Sandwich Works (NASDAQ: PBPB), the iconic neighborhood sandwich shop, is heating up taste buds this summer with its new signature Hot Pepper Flavored Potato Chips in partnership with Zapp's® (NYSE: UTZ), the daringly different brand of chips and pretzels with bold flavors rooted in the sights and sounds of The Big Easy. The new chips bring the flavor of Potbelly's craveable signature Hot Peppers in a spicy, snackable, portable form, now available exclusively at Potbelly shops nationwide.

Potbelly and Zapp's Launch Hot Pepper Chips (Source: Utz Brands, Inc.) Known for their kettle-style process, fried one batch at a time, Zapp's Kettle Potato Chips have been the perfect pairing to Potbelly's oven-toasted sandwiches for more than 15 years. The two brands teamed up for the Hot Pepper Flavored Chips, marrying the taste of a Potbelly fan-favorite with Zapp's distinctive, crunchy, and bold flavors to offer fans a spicy twist on a classic chip experience. The Hot Pepper Chips join a lineup of longtime Zapp's favorites, including Voodoo®, Spicy Cajun Crawtators®, Evil Eye®, Salt & Vinegar, and other unique flavors.

"Our Hot Peppers have a cult following, with fans adding them to their entrees and sides, enjoying the heat in our signature sauces and hummus, or buying them by the jar to enjoy and share," said Potbelly Director of Consumer Insights and Menu Innovation Eric Chenel. "Now, we're thrilled to deliver that bold flavor in a whole new format. These chips are spicy, flavorful, and unmistakably Potbelly. Whether paired with a toasty sandwich or enjoyed on their own, they bring the perfect Potbelly kick that fans have come to expect from our Hot Peppers."

For information on exclusive offers and rewards, Potbelly encourages fans to join the Potbelly Perks program, where they can unlock special offers on the entire menu. To sign up for the Potbelly Perks reward program, visit **www.potbelly.com/perks**, and for more information on Potbelly, visit **www.potbelly.com**.

To learn more about Zapp's, visit **Zapp's website** or connect with Zapp's on **Facebook**, **Instagram** and **TikTok**. And, as always, "Laissez les bons temps rouler!"

#ZAPPS #ZAPPSHOTPEPPER #ZAPPSPOTBELLY

About Potbelly

Potbelly Sandwich Works is a neighborhood sandwich concept that has been feeding customers' smiles with warm, toasty sandwiches, signature salads, hand-dipped shakes and other fresh menu items, customized just the way customers want them for more than 40 years. Potbelly promises Fresh, Fast & Friendly service in an environment that reflects the local neighborhood. Since opening its first shop in Chicago in 1977, Potbelly has expanded to neighborhoods across the country – with more than 425 shops in the United States including more than 80 franchised shops in the United States. For more information, please visit **www.potbelly.com**.

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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Source: Utz Brands, Inc.