



NEWS RELEASE

# The Dynamic Duo of Boulder Canyon and Grillo's Pickles Reunite for Second Craveable Chip

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The New Wavy Grillo's Classic Dill Pickle Chips bring together iconic pickle brand and No. 1 natural salty snack brand

HANOVER, Pa.--(BUSINESS WIRE)-- **Boulder Canyon®**, a pioneer in better-for-you snacking, has teamed up with cult-favorite **Grillo's Pickles®** to create its latest unique flavor combination—new Boulder Canyon Wavy Grillo's Classic Dill Pickle Flavored Chips. An American favorite for more than 30 years, Boulder Canyon continues to set the standards in snacking by using select ingredients, including avocado and olive oils.

Boulder Canyon and Grillo's Pickles Reunite for Second Craveable Chip (Source: Utz Brands, Inc.)

This innovation from Boulder Canyon, the No. 1 salty snack brand in the natural channel1,

will debut at **Sprouts Farmers Market** nationwide this November. The snack brings together Grillo's iconic, bold dill pickle flavor with notes of garlic and vinegar and Boulder Canyon's wavy style potato chips cooked in avocado oil for an irresistibly crisp and bold bite.

"We're huge fans of Boulder Canyon chips - they deliver on everything we love about great snacks: bold flavor, freshness, and crunch," said Grillo's CMO Mark Luker. "The new Wavy Grillo's Classic Dill Pickle flavored Chips are the perfect mix of our worlds, and we're excited to see fans enjoy the evolution of our partnership."

Made with non-GMO ingredients, these gluten-free and kosher-certified chips offer a zesty, flavor-packed taste with a sturdy, wavy texture that stands up to dipping and gives every bite that tangy punch pickle lovers crave.

"The limited-time Boulder Batch Grillo's Classic Dill Pickle flavored Kettle Chip became a fan favorite quickly after launching in December 2023, confirming that our consumers want bold, quality flavors from brands they trust," said Stacey Schultz, SVP, Marketing at Utz Quality Foods, LLC, a subsidiary of Utz Brands, Inc. "That success drove us to collaborate again for a flavor that continues to deliver chips that meet the demand for non-seed oil snacks without

sacrificing taste.”

To learn more about Boulder Canyon and its lineup of snacks, visit the **Boulder Canyon website** or follow @BoulderCanyon on **Facebook**, **Instagram**, and **TikTok**.

To learn more about Grillo’s visit the **Grillo’s Pickles website** or follow @grillospickles on **Facebook**, **Instagram** and **TikTok**.

#BoulderCanyon #GrillosPickles #WavyGrillos #DilliciousCrunch

## 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 operates multiple manufacturing facilities across the U.S. to serve its growing customer base. For more information, visit **www.utzsnacks.com** or call 1-800-FOR-SNAX.

## About Grillo’s Pickles

**Grillo’s Pickles** has been on a mission to keep pickles real since 2008, when a 100-year-old family recipe first hit the streets of Boston in a wooden pickle cart. What started as a grassroots passion for garden-fresh, no-BS ingredients, has grown into a cult-favorite brand known for its crunchy, cold-packed, preservative-free pickles.

All Grillo’s Pickles products are made cold, shipped cold and sold cold to deliver the fresh, tangy, satisfying crunch you’ve been searching for—with none of the junk. In 2025, Grillo’s expanded production with a new state-of-the-art facility in Indiana to meet growing nationwide demand. With a strong presence in over 31,000 stores nationwide, Grillo’s has become a fridge staple for real-food lovers. Grillo’s is more than just a pickle—it’s a lifestyle brand known for its irreverent spirit and unexpected collaborations. Grillo’s has earned a reputation for driving culture, turning heads and having fun while staying true to its roots: real pickles made with real ingredients for real people.

For more, visit **grillos.com** or follow @grillospickles.

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<sup>1</sup> Source: SPINS Total Natural Channel for Boulder Canyon Brand YTD ending Oct. 5, 2025

SPM Communications

Agency Media Contact

Ashley Lennington

**ashleyL@spmcommunications.com**

Utz Brands, Inc.

Media

Colleen Farley

**Cfarley@utznacks.com**

Utz Brands, Inc.

Investor

Trevor Martin

**tmartin@utznacks.com**

Source: Utz Brands, Inc.

