



NEWS RELEASE

# Utz Brands Brings Full Snack Aisle Firepower to Sweets & Snacks Expo 2026

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Bold limited time offerings, tallow-cooked chips and a commitment to simple ingredients showcase the evolving snack portfolio of Utz Brands

HANOVER, Pa.--(BUSINESS WIRE)-- Utz Brands, Inc., a leading U.S. manufacturer of branded salty snacks, will bring its most expansive portfolio yet to the 2026 Sweets & Snacks Expo, May 19–21 at the Las Vegas Convention Center.

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Spanning categories from better-for-you kettle chips to tortilla chips and pretzels,

Utz Brands is meeting evolving consumer preferences with its portfolio of brands consumers know and love plus category-leading innovations. It will be sampling new and flagship products across the Utz Brands portfolio, including Utz®, Zapp's®, Boulder Canyon® and On The Border® Chips & Dips, in the Exhibit Hall at Booth #2219.

Utz is meeting consumers' evolving desires for snacks that deliver great taste and better-for-you options, with a new line of Protein Pretzels and Protein Cheese Curls. Utz Protein Pretzels come in three flavors: Honey Mustard, Cheddar, and Sea Salt, each providing 8–10 grams of protein per serving. Utz Protein Cheese Curls are available in two flavors, Cheddar and Hot & Spicy Cheddar, providing 9 grams of protein per serving. This innovation highlights the great taste and crunch of Utz pretzels and cheese snacks with the benefit of protein, delivering snacks without compromise.

In addition, Utz continues to surprise and delight consumers with their line of beloved potato chips with limited-edition flavors that perfectly capture the spirit of summer. New Sizzlin' Summer Burger flavored Rippled Potato Chips deliver flavor that captures the spirit of summer grilling. The brand is also bringing back fan-favorite Lemonade flavored Potato Chips in partnership with **Alex's Lemonade Stand Foundation**, a nonprofit dedicated to fighting childhood cancer. A portion of Utz Lemonade Potato Chip sales, up to \$40,000, will be donated to Alex's Lemonade Stand Foundation, to support its mission of funding research and helping families in need.

Boulder Canyon®, America's fastest-growing salty snack brand and the No. 1 salty snack brand in the natural channel with more than \$122 million in growth in 2025<sup>1</sup>, continues to lead the better-for-you category with bold innovation and on-trend expansions. This includes new additions to its avocado oil chip portfolio with Boulder Batch Agave Sriracha flavored chips, Wavy Grillo's Pickles® Dill Pickle flavored chips and the launch of Boulder Canyon Sea Salt Kettle Chips cooked in beef tallow.

Boulder Canyon's beef tallow kettle chips tap into growing consumer demand for snacks made without seed oils. The gluten-free Sea Salt chips are kettle-cooked in small batches with premium beef tallow and made with non-GMO potatoes.

Boulder Canyon is also featuring its all-new Flavored Tortilla Chips line, available in Nacho, Sweet & Spicy Chili and Chili Lime, at the show. The full retail rollout is planned for July 2026, complementing its existing tortilla chip line.

"Utz Brands is thrilled to showcase both our fan favorites and new on-trend innovations at the Sweets & Snacks show," said Stacey Schultz senior vice president of marketing at Utz Quality Foods, LLC, a subsidiary of Utz Brands, Inc. "From our commitment to non-seed oil innovation from Boulder Canyon to our Americana flavors of summer with Backyard Burger and the return of Lemonade from our flagship Utz brand, we are building a portfolio of snacks that continue to surprise and delight snack lovers."

All Utz Brands products are available for purchase online at [UtzSnacks.com](https://www.utzsnacks.com) and leading retailers nationwide. For more information, follow Utz on [Facebook](#), [Instagram](#) and [TikTok](#), Zapp's on [Facebook](#), [Instagram](#) and [TikTok](#), Boulder Canyon on [Facebook](#), [Instagram](#) and [TikTok](#), and On The Border 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](https://www.utzsnacks.com) or call 1-800-FOR-SNAX.

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<sup>1</sup> Source: Circana Total US MULO+, latest 52 weeks ending Dec. 28, 2025

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