



NEWS RELEASE

Utz Brands Brings Its Full Snacking Powerhouse to the 2026 NACS Show

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From protein-packed snacks to bold new flavors and fan favorites, Utz Brands showcases a diverse portfolio for today's convenience consumer

HANOVER, Pa.--(BUSINESS WIRE)-- **Utz Brands, Inc.**, a leading U.S. manufacturer of branded salty snacks, will showcase new innovations and fan-favorite snacks from across its portfolio at the 2026 National Association of Convenience Stores (NACS) Show, Oct. 7-9 at the Las Vegas Convention Center in Las Vegas, NV.

Utz Brands to Bring Full Snacking Lineup to 2026 NACS Show

Spanning classic potato chips and bold regional flavors to

protein-forward snacks and better-for-you options, the show lineup will feature brands across the portfolio including Utz®, Zapp's®, Boulder Canyon®, TGI Fridays® Snacks, Miguelito's®, Golden Flake® and On The Border® Chips & Dips.

New and standout items available for sampling at booth N3221 include:

- Utz Ripples Chicken Dipping Sauce Flavored Potato Chips, seasoned with a tangy, smoky sauce-inspired flavor.
- UtzSpicy Pickle Bites, created in partnership with Grillo's Pickles®, a corn-based snack that packs big dill pickle flavor into a small, crunchy bite with a kick.
- Boulder CanyonFlavored Tortilla Chips, available in Nacho and Sweet & Spicy Chili flavors and made with Avocado Oil.
- Utz Protein snacks including Cheddar Flavored Pretzels and Cheddar and Hot & Spicy Cheese Flavored Curls, delivering 8 to 10 grams of protein per 1 oz serving.¹
- Utz Buffalo Ranch Flavored Snack Mix, a bold and zesty crunchy snack mix.
- TGI Fridays Buffalo Ranch Flavored Potato Skin Chips combine a thick, hearty crunch with spicy buffalo flavor and a smooth, creamy ranch finish.

- Zapp's Pretzels and Potato Chips, featuring the brand's signature No . 1 Voodoo flavor, along with Honey Mustard Flavored Pretzels.

"This year's NACS Show gives us an opportunity to show retailers the breadth of what Utz Brands has to offer," said Stacey Schultz, senior vice president of marketing at Utz Quality Foods, LLC, a subsidiary of Utz Brands, Inc. "Utz Brands is meeting consumers' evolving snacking preferences with an innovative portfolio that delivers on a variety of tastes, needs and occasions."

All Utz Brands products are available for purchase at convenience stores and other leading retailers nationwide as well as online at **UtzSnacks.com**.

For more information, follow Utz on **Facebook**, **Instagram** and **TikTok**; Zapp's on **Facebook**, **Instagram** and **TikTok**; Boulder Canyon on **Facebook**, **Instagram** and **TikTok**; On The Border on **Facebook**, **Instagram** and **TikTok**; Miguelitos on **Facebook**; and Golden Flake on **Facebook** and **Instagram**.

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 over 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.

[1] Per 1oz serving of Utz Protein Pretzels and Cheese Curls:

Cheddar Protein Pretzels: 8g Protein (11% DV), 300 mg sodium

Cheddar Cheese Curls: 10 g Protein (16% DV), 300 mg sodium

Hot and Spicy Cheddar Protein Curls: 10 g Protein (16% DV), 230 mg sodium

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