



NEWS RELEASE

# Utz Brands Features New and Upcoming Flavors at NACS Show 2024

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Zapp's® and Utz® to showcase variety of innovative products at upcoming expo

HANOVER, Pa.--(BUSINESS WIRE)-- **Utz Brands, Inc.**, a leading U.S. manufacturer of branded salty snack foods for more than 100 years, will showcase its bold and distinctive snacks at the 2024 National Association of Convenience Stores (NACS) Show, held October 8-10 at the Las Vegas Convention Center.

Utz Brands is set to unveil a range of exciting new products at the NACS Expo, featuring the mouthwatering Zapp's® Big Cheezy Sinfully-Seasoned™ Pretzel Stix and the delicious Utz® Sour Cream & Onion Mixed Minis™ Pretzels. Look for them and more in February 2025!

Source: Utz Brands, Inc.

Zapp's and Utz will preview upcoming new potato chip and pretzel flavors and highlight a variety of popular products from many of Utz's beloved brands at

North Hall booth 2847.

Zapp's will offer NACS attendees a sneak preview of its new Big Cheezy Sinfully-Seasoned™ Pretzel Stix, available February 2025. The new pretzels feature the same flavor profile as recently introduced Big Cheezy potato chips, which are topped with a blend of cheddar cheese, sour cream and Cajun seasoning, delivering a flavorful, crunchy snack that puts a cheesy twist on a classic New Orleans taste.

Utz will also showcase a soon-to-be-released flavor addition to its new Mixed Minis™ pretzel line: Sour Cream & Onion, available February 2025. Mixed Minis, which launched in February 2024, are bite-sized and perfectly crafted through a special two-part baking process to guarantee the signature crisp and crunch Utz fans crave. The new flavor joins Garlic Butter and Mike's Hot Honey® Mixed Mini pretzels, currently available in 4- and 12-ounce packaging.

"This year's NACS Show is the perfect stage to preview upcoming flavor innovations like Zapp's Big Cheezy Sinfully-

Seasoned Pretzel Stix and Sour Cream & Onion Mixed Minis ahead of their official releases,” said Utz Brands, Inc., Executive Vice President, Sales and Chief Customer Officer Mark Schreiber. “At Utz, we’re not just evolving; we’re building on a century of tradition, pushing the boundaries of flavor and setting a new standard for what consumers expect from snacking.”

In addition to Utz and Zapp’s, the company will be sampling a variety of flavorful snacks from its portfolio of brands, such as Boulder Canyon ® , Hawaiian Brand ® , Jax ® , Golden Flake ® and TGI Fridays ® .

Utz Brands products are available for purchase online at [www.utzsnacks.com](http://www.utzsnacks.com) or in leading retailers nationwide. For more information, follow Utz on **Facebook** , **Instagram** and **TikTok** , Zapp’s on **Facebook** , **Instagram** and **TikTok** , and Boulder Canyon 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](http://www.utzsnacks.com) or call 1-800-FOR-SNAX.

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