



NEWS RELEASE

Utz Brands, Inc. to Showcase Variety of Innovative Products at 2025 NACS Show

2025-10-14

HANOVER, Pa.--(BUSINESS WIRE)-- **Utz Brands, Inc.**, a leading U.S. manufacturer of branded salty snacks for more than a century, will showcase its newest flavor launches and product innovations at the 2025 National Association of Convenience Stores (NACS) Show. The event will take place **October 15–17, 2025, at McCormick Place Convention Center in Chicago, IL**, bringing together the largest gathering of convenience and fuel retailing professionals for networking, education, and product discovery.

Utz Brands showcases its snack collection and innovations at the 2025 NACS Show! Source: Utz Brands, Inc.

At Booth **#N657**, Utz®, Boulder Canyon®, Zapp's®, Golden Flake®, and TGI Fridays® will

debut a range of crave-worthy new snacks designed to meet consumer demand for bold flavor and simple ingredients.

Taste the Excitement: Our new flavors are here!

- **Utz Cheese Balls:** Introducing Cheddar Bacon Ranch Flavored Cheese Balls, joining the powerhouse lineup that includes Cheddar and Red Hot flavors. Now expanding into convenience stores, these three bold varieties deliver craveable twists on a nostalgic favorite. Our Cheddar Bacon Ranch Flavor brings smoky, tangy richness; Cheddar delivers the classic cheesy flavored crunch consumers know and love; and Red Hot packs a fiery kick snack fans can't resist.
- **Utz Ripples – Sizzlin' Summer Burger Flavored Potato Chips:** Inspired by backyard cookouts, this chip combines the flavors of savory grilled burger notes with a hint of ketchup, mustard, and smoky seasoning for the ultimate summer-inspired chip.
- **Utz Kettle Chips:** Salt & Malt Vinegar and Jalapeño Flavored Chips are now available in convenience stores with a 2.5 oz pack. Building on the success of its kettle platform, Utz expands distribution with two bold, on-trend

flavors. Salt & Malt Vinegar pairs a tangy bite with a salty crunch, while Jalapeño delivers the perfect balance of heat and flavor, meeting growing demand for bold, premium kettle snacks in the convenience channel.

- Boulder Canyon: The No. 1 potato chip brand in the natural channel 1 is now experiencing rapid growth across other retail channels, focusing on Avocado Oil, Malt Vinegar & Sea Salt Flavored Kettle Chips & Avocado Oil Classic Sea Salt Kettle Chips.
- Zapp's Bayou Blackened Ranch Flavored Kettle Chips: Bold, New Orleans-inspired flavor combines Cajun-style blackened seasoning with zesty ranch for a perfect fusion to deliver a taste inspired by the flavors of Louisiana.
- Golden Flake Hot & Spicy Cheddar Flavored Pork Rinds: A craveable flavor combination of top category trends of Hot & Spicy and Cheese on a beloved southern favorite.
- TGI Fridays Bacon Ranch Flavored Potato Skins: A craveable, on-trend flavor combination that brings restaurant-inspired snacking to convenience store shelves.

In addition to flavor innovation, Utz is spotlighting what has always set our chips apart —simple, quality ingredients. Beginning in Q1 2026, Utz flagship potato chip products - Original Potato Chips, Original Ripples, and Original Kettle Chips - will feature new front-of-pack claims: “No Artificial Colors,” “No Artificial Flavors,” and “Only 3 Simple Ingredients.” These credentials have always been true of our products, but we’re now bringing them forward to make it easier for consumers to see — and appreciate — the better-for-you qualities that define how we make our chips.

“This year at NACS, we’re showcasing the continued evolution of our portfolio to meet consumer trends and changing needs,” said Stacey Schultz, SVP, Marketing at Utz Quality Foods, LLC, a subsidiary of Utz Brands, Inc. “We are excited to continue to bring new consumer desired products to the Convenience Channel in 2026 across our full portfolio of snacks.”

Utz Brands snacks are available nationwide and online at www.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**; TGIF on **Facebook** and **Instagram**; 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 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.