



NEWS RELEASE

Utz Brands Showcase Seasonal Snack Collections, Innovations at 2025 Sweets & Snacks Expo

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Utz, Zapp's, Boulder Canyon and On The Border present bold new flavors and beloved brand classics at premier industry event

HANOVER, Pa.--(BUSINESS WIRE)-- **Utz Brands, Inc.**®, a leading U.S. manufacturer of branded salty snacks for more than 100 years, will showcase its Utz®, Zapp's®, Boulder Canyon® and On The Border® Chips & Dips fan-favorite products and new flavor innovations in booth #2714 at the 2025 **Sweets & Snacks Expo**, held May 13-15 in Indianapolis.

Utz Brands showcases seasonal snack collections and innovations at the 2025 Sweets & Snacks Expo. Source: Utz Brands, Inc.

This year at the Sweets & Snacks Expo, Utz Brands will showcase its extensive year-round

seasonal collections, featuring specially crafted snacks for Valentine's Day, Easter, sports seasons, Halloween and winter holidays.

"Our expanded portfolio, from bold flavor collaborations to seasonal offerings, represents our commitment to providing the right snack for every occasion, all year round," said Stacey Schultz, senior vice president of marketing at Utz Quality Foods, LLC, a subsidiary of Utz Brands, Inc. "We're meeting consumers at the intersection of tradition and innovation, while maintaining the quality our customers know and love."

Available for a limited time only this summer, Utz's summer seasonal potato chip is a lemonade-flavored potato chip created as a collaboration between **Utz** and **Alex's Lemonade Stand Foundation**, the largest independent childhood cancer charity in the U.S. The unique new Utz Lemonade Potato Chips combine the tangy sweetness of lemonade with the classic salty crunch of Utz potato chips, delivering a bold, unique flavor experience. Utz will donate a portion of the sales of the chips, up to \$25,000, to Alex's Lemonade Stand Foundation, funding critical research and support for children battling cancer.

As spicy snacks continue to drive category growth, Utz Brands has once again partnered with **Mike's Hot Honey®**, a leading brand of hot honey that originated in a Brooklyn pizza parlor, on two exciting limited-time offerings:

- Utz Cheese Pizza Mike's Hot Honey flavored Cheese Balls® that combine the taste of pizza with a sweet-and-spicy kick in America's #1 cheese ball.
 - Available through October 2025, while supplies last.
- Boulder Canyon, the No. 1 potato chip brand in the natural channel¹ and experiencing rapid growth across other retail channels, introduces Mike's Hot Honey® flavored kettle-cooked chips made with avocado oil.
 - Available through March 2026.

The Utz Brands portfolio will also highlight additional innovative products in the trending flavored pretzel category, including:

- New **Utz** Sour Cream & Onion Mixed Minis Pretzels, inspired by the brand's top-selling potato chip flavor.
 - The new flavor joins Garlic Butter and Mike's Hot Honey® flavors in the Utz Mixed Minis Pretzel line, first launched in February 2024 in three bite-sized shapes: Twists, Rings and Waffles.
- **Zapp's** Big Cheezy Sinfully Seasoned® Pretzel Stix, a blend of cheddar cheese flavor and Cajun seasoning for a flavorful, crunchy pretzel.
 - Big Cheezy joins Zapp's existing **Sinfully Seasoned Pretzel Stix lineup** alongside Voodoo®, Jazzy Honey Mustard, Sweet Cinnamon & Sugar and Spicy Cajun.

Other new Utz Brands products being sampled at the Sweets & Snacks Expo include:

- **Boulder Canyon's** new wavy varieties — Wavy Sea Salt and Wavy Cheddar Sour Cream — both cooked in avocado oil, offer a perfectly ridged texture that delivers maximum crunch and flavor in every bite. Boulder Canyon now delivers avocado oil in all segments of the potato chip category.
- **On The Border**, the No. 2 unflavored tortilla chip brand² known for its full lineup of restaurant-inspired chips, salsas, and quesos, expands its best-selling Café Style line with two new flavored varieties, Lime & Sea Salt and Garlic & Mexican Herb, lightly seasoned to be the perfect complement for dips.

All Utz Brands products are available for purchase online at **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** or call 1-800-FOR-SNAX.

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1 Spins L12wks end 4/20/25 Total US - Natural Channel

2 Circana L52wks end 3/30/25 Total US – Multi Outlet + with Conv

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