



NEWS RELEASE

# Utz Brands Showcases New Chips, Pretzels and Bestsellers at Natural Products Expo West

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Boulder Canyon showcases innovation including tortilla chip lineup and new Boulder Batch Agave Sriracha Flavored Potato Chips and Utz debuts new line of Protein Pretzels and Cheese Curls

HANOVER, Pa.--(BUSINESS WIRE)-- **Utz Brands, Inc.**, a leading U.S. manufacturer of branded salty snack foods will showcase new innovative products from **Boulder Canyon®** and **Utz®** at Booth 1117 in Hall A at the 2026 Natural Products Expo West, held March 4-6 at the Anaheim Convention Center in Anaheim, CA.

Utz Brands Showcases New Chips, Pretzels and Bestsellers at Natural Products Expo West  
(Source: Utz Brands, Inc.)

At the show, Boulder Canyon, America's fastest growing salty snack brand<sup>1</sup> and the No. 1 salty

brand in the natural channel<sup>2</sup>, will showcase its full lineup of products including classic kettle style chips, assortment of tortilla chips and new Boulder Batch Agave Sriracha flavored kettle style potato chips — all made with avocado oil.

Boulder Canyon's Boulder Batch Agave Sriracha flavored chips bring together the subtle sweetness of agave and the bold heat of sriracha for a perfectly balanced, globally inspired bite. Cooked in avocado oil, the chips deliver a satisfying crunch while tapping into growing consumer interest in snacks cooked in non-seed oils and adventurous international inspired flavors.

Like all Boulder Canyon snacks, the new flavor features attributes that many shoppers value, including gluten-free, Non-GMO Project Verified® and Kosher certifications. Boulder Batch Agave Sriracha kettle style chips launch in April 2026 and will be available at natural and grocery retailers nationwide.

"Boulder Canyon has been a pioneer in better-for-you snacking since 1994. Whether it's through our classic kettle style chips, specialty Boulder Batch line or our new tortilla chips, we're committed to providing consumers with

snacks made from select ingredients and perfect for enjoying life's moments," said Stacey Schultz, Senior Vice President, Marketing at Utz Quality Foods, LLC, a subsidiary of Utz Brands, Inc. "At the show we will also debut our new line up of Utz Protein Pretzels and Cheese Curls, bringing our tradition of Utz crunch and flavor to the protein snack category for the first time."

According to **Innova Market Insights**, 60% of consumers are looking to incorporate more protein into their diets.<sup>3</sup> Utz's new protein line of snacks meets that demand with a protein twist on favorite salty snack classics.

Utz Protein Pretzels are made with no artificial flavors and are available in three flavors: Classic Sea Salt with 10 grams of protein per serving and Honey Mustard and Cheddar, both providing 8 grams of protein per serving.<sup>4</sup>

Utz Protein Cheese Curls are available in two varieties with no artificial flavors: Cheddar and Hot and Spicy Cheddar, the No. 1 flavor in the cheese snack category<sup>5</sup>, each providing 10 grams of protein per serving.<sup>6</sup>

Boulder Canyon and Utz products are available for purchase online or in retailers nationwide. To learn more about Boulder Canyon and its lineup of snacks, visit the Boulder Canyon **website** or follow @BoulderCanyon or #BoulderCanyon on **Facebook**, **Instagram** and **TikTok**. For more information about Utz, visit the Utz Snacks **website** or follow @UtzSnacks or #UtzSnacks 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.

## About Boulder Canyon

A leader in the better-for-you snack category<sup>1</sup>, Boulder Canyon was founded as a family company in 1994. The founders used only select ingredients to make great tasting snacks. Boulder Canyon uses premium, North American grown potatoes and is America's fastest growing salty snack brand<sup>1</sup> and the No. 1 Salty Brand in the Natural Channel<sup>2</sup>.

## About Utz

A leading U.S. salty snack brand, Utz was founded as a family company in 1921. For more than 100 years, Utz has

been crafting bold snacks with unmatched taste and crunch, made from high-quality ingredients. From iconic potato chips and pretzels to cheese balls, Pub Mix and other favorite snacks, Utz products are distributed nationally and enjoyed by generations of snack lovers.

1 Circana, Total US MULO+ L52Ws Ending 12/28/2025

2 SPINS, US Natural Channel, Salty Snack Sales for 2025 YTD as of 12/28/2025

3 Innova Market Insights, Innova's Top Ten Trends 2026: Shaping the Future of Food & Beverage, October 2025.

4 Per 1oz serving of Utz Protein Pretzels:

Sea Salt Pretzels: 10g protein (13% DV), 420 mg sodium

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

Honey Mustard Pretzels: 8g protein (10% DV), 310 mg sodium

5 Circana scan data, MULO+ & Conv, L52 WE 9/28/25

6 Per 1oz serving of Utz Protein Cheese Curls:

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

Hot & Spicy Cheese Curls: 10g protein (16% DV), 230 mg sodium

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SPM Communications

Agency Media Contact

Ashley Lennington

**ashleyL@spmcommunications.com**

Utz Brands, Inc.

Media

Colleen Farley

**cfarley@utznacks.com**

Utz Brands, Inc.

Investor

Trevor Martin

**tmartin@utznacks.com**

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