



NEWS RELEASE

Utz® Introduces New Limited-Time Flavors and a Redesigned Barrel for Cheese Balls

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New packaging design and bold limited-time flavors launch just in time for National Cheese Ball Day on April 17

HANOVER, Pa.--(BUSINESS WIRE)-- **Utz®**, a leading U.S. salty snack brand for more than 100 years, is turning up the heat with two bold, limited-time flavors of Cheese Balls — Utz Red Hot and Utz Cheese Pizza Mike's Hot Honey® — and introducing a newly redesigned barrel for its Cheddar Cheese Balls just in time for National Cheese Ball Day on April 17.

Utz introduces new limited-time flavors and a redesigned barrel for cheese balls. Source: Utz Brands, Inc.

Available through October, these two new flavors, available in a 14.5-ounce barrel, join Utz's fan-

favorite original Cheddar Cheese Balls that have been delighting snack fans for generations.

The newly redesigned 23-ounce Cheddar Cheese Balls barrel, which is rolling out to retailers nationwide, features a fresh new look while delivering the same delicious Cheese Balls and familiar size that fans know and love.

"National Cheese Ball Day is the perfect occasion to introduce our new packaging and two bold new limited-time flavors that take our iconic Cheese Balls to the next level," said Stacey Schultz, senior vice president of marketing at Utz Quality Foods, LLC, a subsidiary of Utz Brands, Inc. "Our Red Hot flavor brings a fiery kick to the classic Cheese Balls, while the Utz Cheese Pizza Mike's Hot Honey flavor delivers an innovative sweet-heat-savory combination that flavor seekers will love."

The Utz Cheese Pizza Mike's Hot Honey Cheese Balls mark the third collaboration in the growing partnership between the two brands. Building on the success of Utz Mike's Hot Honey Chips and Utz Mike's Hot Honey Extra Hot Chips, this latest innovation brings the beloved sweet-heat flavor profile to Utz's iconic Cheese Balls format.

"Our partnership with Utz continues to grow in delicious new directions with the creation of Utz Cheese Pizza Mike's Hot Honey Cheese Balls," said Mike's Hot Honey founder Mike Kurtz. "The flavor combination originated from our roots as a pizza topping, when we first discovered how perfectly our hot honey pairs with pizza. After the success of our potato chip and pretzel collaborations over the past two years, this was a natural evolution that creates a truly unique snacking experience."

Consumers can find the new Utz Cheddar Cheese Balls barrel and the two new limited-time flavors at leading retailers nationwide, as well as online through utznacks.com and Amazon.

To learn more about Utz, connect on **Facebook**, **Instagram**, and **TikTok**. Fans can also discover more about Mike's Hot Honey by connecting with the brand on **Facebook**, **Instagram**, and **TikTok**.

#UTZCHEESEBALLS

[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.utznacks.com or call 1-800-FOR-SNAX.

[About Mike's Hot Honey](#)

Mike's Hot Honey, America's original and leading brand of hot honey, has been elevating everyday eating experiences since 2010. Its first drizzle on a pizza at Paulie Gee's in Brooklyn sparked a word-of-mouth sensation, creating a new category of pizza topping. By popular demand, Mike started selling his small-batch, hand-labeled hot honey bottles to visitors of the pizzeria and other local businesses. Today, Mike's Hot Honey can be found in thousands of restaurants and retailers across the country. Using only 100% pure honey infused with real chili peppers, Mike's Hot Honey's sweet-then-heat flavor enhances any dish, from pepperoni pizza to chicken, cheese, charcuterie, ice cream, cocktails and more. Mike's Hot Honey empowers chefs and eaters everywhere to customize, create and share extraordinary meals. Happy drizzling!

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