



NEWS RELEASE

Utz Snack Squad to Shake up the Afternoon Snack Break in Union Square Park

2026-09-24

New Utz Protein snacks bring big flavor and more protein to snack lovers in NYC and across the country on Sept. 24

HANOVER, Pa.--(BUSINESS WIRE)-- Utz Brands, Inc., a leading U.S. manufacturer of branded salty snacks, is bringing its new Utz® Protein Pretzels and Protein Cheese Curls to the streets of New York City with a “Say Yes” pop-up event at Union Square Park, giving nearby students and professionals an afternoon protein boost.

The new Utz® Protein Snacks lineup features Protein Pretzels and Protein Cheese Curls.

On Sept. 24 at 3 p.m., the Utz Snack Squad will be present at

Union Square Plaza, Broadway between E. 17th St. and E. 18th St., for a two-hour event. Attendees can expect free samples of the new protein snack line, a “Say Yes Survival Kit” with branded gear (both while supplies last) and a “Share Your Yes” wall where guests can share what they’re “Saying Yes” to this fall on social media.

The event will also feature a special appearance from Ross Pomerantz, known as **@Corporate.Bro**, who will join the celebration.

In addition to the New York City pop-up, Utz is giving 2,000 consumers (400 each of 5 flavors) across the country the chance to score a full-size bag of Utz Protein snacks for free, including a 9-9.5-ounce bag of Protein Pretzels or a 6-ounce bag of Protein Cheese Curls, by texting PROTEIN to 68559 or visiting utznacks.com/SayYes. This limited-time offer is available on a first-come, first-served basis and while supplies last.

The new lineup marks Utz’s entry into the protein-forward snacking category, delivering the bold flavor fans know and love from Utz pretzels and cheese snacks, now with 8 to 10 grams of protein per serving.

- Protein Pretzels are made with pea protein and come in three flavors: Sea Salt, Cheddar and Honey Mustard.

- Protein Cheese Curls, available in Cheddar and Hot & Spicy Cheddar, are made with whey protein.
- Every snack in the lineup is made without artificial flavors.

"The right afternoon snack can make a big difference in how you take on the rest of your day," said Stacey Schultz, senior vice president of marketing at Utz Quality Foods, LLC, a subsidiary of Utz Brands, Inc. "Our new Utz Protein Pretzels and Protein Cheese Curls are here to help people get more 'yes' out of their day by giving them great-tasting snacks with protein to power through, so they can say yes to whatever comes next."

Utz Protein Pop-Up Event

- What: Utz Snack Squad pop-up activation
- Where: Union Square Plaza, Broadway between E. 17th St. and E. 18th St.
- When: Thursday, Sept. 24, 2026, 3-5 p.m. ET
- Details: Free Utz Protein Pretzels and Protein Cheese Curls product sampling, branded gear and giveaways (while supplies last) and an appearance from Ross Pomerantz, **@Corporate.Bro**.

FREE Full-Size Bag Offer – Utz Protein Pretzels and Cheese Curls Details

- Offer is limited to the first 2,000 eligible consumers, while supplies last. Consumers will receive one full-size bag of participating Utz® Protein snacks for free, including a 9-9.5-ounce bag of Utz® Protein Pretzels or a 6-ounce bag of Utz® Protein Cheese Curls, by texting PROTEIN to 68559 or visiting utznacks.com/SayYes. 400 bags of each flavor will be available. Limit one offer per person. See utznacks.com/SayYes for complete offer details.
- By signing up via text, you agree to receive recurring automated marketing text messages (e.g. AI content, cart reminders) from Utz Snacks at the number you provide. Consent is not a condition of purchase. We may share info with service providers per our Privacy Policy. Reply HELP for help and STOP to cancel. Msg frequency varies. Msg and data rates may apply. By signing up via text, you also agree to our Terms (including arbitration) (https://attnl.tv/t/N_t/r/US) and Privacy Policy (https://attnl.tv/p/N_t).

For more information, visit utznacks.com and follow Utz on **Facebook**, **TikTok** 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 over 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.

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Source: Utz Brands, Inc.