



NEWS RELEASE

Utz Turns up the Heat With New Mike's Hot Honey Extra Hot Potato Chips

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Limited-time flavor brings triple the heat of original Utz Mike's Hot Honey Chips

HANOVER, Pa.--(BUSINESS WIRE)-- **Utz**®, a leading U.S. salty snack food brand, has teamed up again with Mike's Hot Honey®, America's original and No. 1 brand¹ of hot honey, to create new Utz Mike's Hot Honey EXTRA HOT potato chips.

Utz® has teamed up again with Mike's Hot Honey® to create new Utz Mike's Hot Honey EXTRA HOT potato chips. Source: Utz Brands, Inc.

Available now through September, the fiery flavor builds off the original Utz Mike's

Hot Honey chips but with three times the heat. The mouth-watering, "swicy" (sweet and spicy) potato chips are gluten-free and kosher-certified. They come in an on-the-go, 2.625-ounce size and a take-home, 7.75-ounce size.

The original Utz Mike's Hot Honey potato chips were launched as a limited-time offer in May 2023. They became a permanent flavor in August of the same year due to their skyrocketing popularity, with sales exceeding Utz's previous limited-time launches.

"We know hot and spicy is currently the No. 1 flavor in salty snacks. That's why, following the success of our original Mike's Hot Honey potato chips, we wanted to offer fans an even hotter snacking option," said Utz Brands, Inc. Marketing Director Amber McGrogan. "Mike's Hot Honey has been a great partner over the last year, and we look forward to continuing to work together to bring the sweet heat to snacking fans nationwide."

Building further on the swicy trend, Utz released Utz Mixed Mini pretzels in Mike's Hot Honey flavor in March 2024 to give fans even more ways to enjoy the sweet heat of Mike's Hot Honey.

Utz Mike's Hot Honey EXTRA HOT potato chips are available at leading grocery, mass, and convenience retail stores

nationwide and online at [utzsnacks.com](https://www.utzsnacks.com)

“At Mike’s Hot Honey, we think everything is better if it has the perfect kick of sweet and heat, and that’s never been more true than with the incredibly popular Utz Mike’s Hot Honey potato chips,” said Mike’s Hot Honey Founder Mike Kurtz. “We’ve tasted the new Utz Mike’s Hot Honey EXTRA HOT Chips, and we just know Utz fans are going to love them as much as we do.”

Share what you love about the new Utz Mike’s Hot Honey EXTRA HOT Chips @utzsnacks on **Facebook**, **Instagram**, and **TikTok** and @mikeshothoney on **Facebook**, **Instagram** and **TikTok** using the hashtag #MHHEXTRAHOT.

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, Golden Flake®, Zapp’s®, Good Health®, Boulder Canyon®, Hawaiian Brand® and TORTIYAHS!®, among others.

Backed by a century-long 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 located across the U.S. to serve our growing customer base. For more information, please visit www.utzsnacks.com or call 1-800-FOR-SNAX.

About Mike’s Hot Honey

Mike’s Hot Honey is America’s leading brand of hot honey and has been elevating everyday eating experiences since 2010, when its first drizzle on a pizza at Paulie Gee’s in Brooklyn sparked a word-of-mouth sensation and created 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, as well as other local restaurants and businesses. Today, Mike’s Hot Honey, with the same original recipe, 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 one-two flavor punch of sweetness then heat makes any dish more dynamic, from the original pairing on pepperoni pizza to chicken, cheese and charcuterie, ice cream, cocktails and so much more. Mike’s Hot Honey empowers chefs and eaters everywhere to customize, create and share extraordinary meals. Happy drizzling!

1 Nielsen Byzzer IQ and Amazon Best Seller Rank Lists dollars and share L52 for week ending April 20, 2024.

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