



NEWS RELEASE

Zapp's® Brings Bold Flavor to New Orleans for Carnival Season

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Brand celebrates new Big Cheezy Sinfully-Seasoned® Pretzel Stix launch

HANOVER, Pa.--(BUSINESS WIRE)-- **Zapp's**, a bold, daringly different brand of chips and pretzels inspired by the flavors of New Orleans, is celebrating the Mardi Gras season with the launch of its new Big Cheezy Sinfully-Seasoned® Pretzel Stix, adding extra flavor to the city's already electric atmosphere.

Zapp's celebrates Mardi Gras season with its new Big Cheezy Sinfully-Seasoned® Pretzel Stix. Source: Utz Brands, Inc.

Big Cheezy Pretzel Stix are coated with a blend of cheddar cheese flavor and Cajun seasoning for a flavorful, crunchy pretzel. The new flavor joins Zapp's

existing **Sinfully-Seasoned Pretzel Stix lineup**, which includes Voodoo®, Jazzy Honey Mustard, Sweet Cinnamon & Sugar, and Spicy Cajun.

"Zapp's is rooted in the unique flavors and fun of New Orleans and is inspired by all the city has to offer," said Utz Quality Foods, LLC a subsidiary of Utz Brands, Inc. Senior Vice President of Marketing Stacey Schultz. "Carnival and Mardi Gras is the city's signature season and the perfect time to introduce the Big Cheezy Pretzel Stix, a bold snack inspired by the spirit of New Orleans."

Available in 1.5-ounce bags and 16-ounce bags, Big Cheezy Pretzel Stix are twisted to hold more of Zapp's special, secret seasonings for a bigger, bolder flavor Zapp's fans crave.

Leading up to Mardi Gras, Zapp's gave fans who won a spot on its exclusive Tastemaker Tours the opportunity to join in on an unforgettable Mardi Gras experience in the heart of NOLA. The tours highlighted the city's unique flavors and culture, including sampling experimental menu items at a local bakery, joining a Mardi Gras parade, enjoying a jazz tour at the New Orleans Jazz Museum, and visiting the historic St. Louis Cemetery. This hands-on experience allowed guests to immerse themselves in the true essence of New Orleans, and Chanen and Juwan

Johnson and Kool-Aid McKinstry surprised and delighted a tour, creating an unforgettable experience. Fans looking to experience some of the Tastemaker spots can follow [@RealZappsChips](#) for details.

To learn more about Zapp's and its new flavors, visit [Zapp's website](#) or connect with Zapp's on [Facebook](#), [Instagram](#), and [TikTok](#).

And, as always, "Laissez les bons temps rouler!"

[#ZAPPS](#) [#ZAPPSPRETZELS](#)

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 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.

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