



NEWS RELEASE

# Zapp's Encourages Everyone to 'Bounce to the Flavor' in New Campaign, Celebrating the Snack Company's New Orleans Roots

4/11/2024

HANOVER, Pa.--(BUSINESS WIRE)-- **Zapp's**®, a best-selling brand of kettle-style potato chips and Pretzel Stix, has launched a new advertising campaign in partnership with **The Sasha Group** that celebrates the brand's bold, fun flavors and New Orleans heritage. The campaign showcases another unique Crescent City staple – Bounce music – and encourages snackers to crunch into something daringly different.

Check out Zapp's "Bounce to the Flavor" (Photo: Zapp's)

Inspired by the unique sights, sounds and tastes of New

Orleans, "Bounce to the Flavor" features a new brand anthem produced by New Orleans native and Bounce music producer and pioneer Mannie Fresh. Vibrant campaign videos, shot in the heart of the French Quarter, highlight local musicians and dancers.

"With flavors like Voodoo, Spicy Cajun Crawtator and Cajun Dill Gator-Tators, Zapp's has always focused on providing vibrant, off-beat flavors that share the culinary uniqueness of New Orleans with fans across the country," said Utz Brands, Inc. Senior Vice President of Marketing Stacey Schultz. "The new campaign brings Zapp's flavors to life and encourages our fans to keep bouncing to the beat of their own drum."

Fans can catch the new campaign across TikTok, Instagram, Facebook and YouTube. The full campaign can be seen [here](#).

Since 1985, Zapp's has been creating kettle-style potato chips in traditional and New Orleans-style flavors, including Regular, Salt & Vinegar, Mesquite BBQ, Voodoo®, Voodoo Heat®, Spicy Cajun Crawtators®, Cajun Dill Gator-Tators®, Hotter n' Hot® Jalapeño and Evil Eye®. In 2022, the brand launched Sinfully-Seasoned® Pretzel Stix in Voodoo® and Jazzy Honey Mustard and recently added Spicy Cajun Pretzel Stix to the lineup for a kick of heat.

To learn more about Zapp's and its products, visit the **Zapp's website** or follow Zapp's on **Facebook** and **Instagram**.

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

## 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®, Boulder Canyon®, Hawaiian Brand® and TORTIYAHS!®, 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](http://www.utzsnacks.com) or call 1-800-FOR-SNAX.

## SPM Communications

Agency Media Contact

Abraham Mohamad

**[Abraham@spmcommunications.com](mailto:Abraham@spmcommunications.com)**

## Utz Brands, Inc.

Media

Kevin Brick

**[kbrick@utzsnacks.com](mailto:kbrick@utzsnacks.com)**

Investors

Kevin Powers

**[kpowers@utznacks.com](mailto:kpowers@utznacks.com)**

Source: Utz Brands, Inc.