



NEWS RELEASE

Zapp's Launches New Bayou Blackened Ranch Kettle Chips

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Bold, New Orleans-inspired flavor combines Cajun-style blackened seasoning with zesty ranch for a taste of Louisiana

HANOVER, Pa.--(BUSINESS WIRE)-- Zapp's®, the daringly different brand of chips and pretzels inspired by the sights, sounds and tastes of The Big Easy, serves up another bold bayou flavor with the launch of **Bayou Blackened Ranch Flavored Kettle Chips**. This addition to Zapp's parade of intriguing flavors blends Cajun-style blackened seasoning and zesty, tangy ranch for a taste that captures the spirit of Louisiana.

Zapp's Launches New Bayou Blackened Ranch Kettle Chips. Source: Bayou Blackened Ranch Kettle Chips are thick-cut potatoes, kettle-cooked to deliver Zapp's signature, bold flavor, and crave-worthy crunch. They join the brand's unique potato chip flavor lineup that includes Voodoo®, Spicy Cajun Crawtators®, Big Cheezy®, Salt & Vinegar, Cajun Dill Gator-tators® and Mesquite Bar-B-Que.

"Zapp's new take on ranch flavoring provides a refreshing yet delightful flavor when paired with the Blackened Bayou seasoning," said Stacey Schultz, Senior Vice President of Marketing at Utz Quality Foods, LLC, a subsidiary of Utz Brands, Inc. "With our new Bayou Blackened Ranch chips, we took a classic recipe and turned it up a notch to introduce a snacking experience that's unmistakably Zapp's and bursting with New Orleans flavor."

Zapp's Bayou Blackened Ranch Kettle Chips are available in 1.5, 2.5 and 8-ounce packages and can be found in major mass, grocery and convenience retailers across the U.S. and online for mail order at [UtzSnacks.com](https://www.UtzSnacks.com).

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

Enjoy, and as Always, laissez les bons temps rouler!

#ZAPPS #ZAPPSBAYOU

About Zapp's® Potato Chips

Inspired by the sights, sounds and tastes of New Orleans, Zapp's® Potato Chips is a snack food manufacturer founded in Louisiana by Ron Zappe in 1985. Zapp's® Potato Chips is a wholly owned subsidiary of Utz® Quality Foods, LLC. Featuring an assortment of unique kettle-style potato chips and pretzel sticks, Zapp's® products are sold by leading retailers in grocery, mass merchant, club and convenience stores.

For more information about Zapp's® or its products, please visit **Zapps.com** or call 1-800-FOR-SNAX.

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.utzsnacks.com** or call 1-800-FOR-SNAX.

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