



NEWS RELEASE

Utz Celebrates National Potato Chip Day With a Fresh New Look and More!

3/14/2022

A Fresh New Package Design for Utz Potato Chips!

HANOVER, Pa.--(BUSINESS WIRE)-- Utz Brands, Inc. is pleased to celebrate National Potato Chip Day with a fresh new look for its iconic Utz® brand potato chips line. Taking place on Monday, March 14th, National Potato Chip Day recognizes America's number one snack food -- potato chips! In 2021, U.S. households purchased 1.5 billion pounds of potato chips, as the original flavor still reigns supreme. BBQ is the unmistakable favorite for flavored potato chips, followed by cheddar cheese, sour cream & onion, and hot & spicy flavors.¹

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20220313005017/en/>

Utz Celebrates National Potato Chip Day with a New Look and More! Source: Utz Brands, Inc. The fresh new look for Utz brand potato chips builds on our classic look with a few modern tweaks, reflecting our long-standing heritage. And now, each package will carry our Family Crafted Flavor badge, which represents: The pride we have in our family legacy. The love we bake into every Utz snack. And the carefully-crafted flavors your family loves. But don't worry, while still a bit mischievous, at the heart of the Utz brand is the Little Utz Girl®, who continues as the embodiment of all things honest and good.

To further commemorate National Potato Chip Day, Utz offers the **Unmistakably Utz Potato Chip Day 2022 Sweepstakes**.² Ten (10) lucky Grand Prize winners will receive a prize pack featuring each Utz potato chips flavor and Utz gear. Additionally, free shipping is available for any Utz brand potato chips items purchased on-line at **Utzsnacks.com**, through Monday, March 14th. Terms and conditions apply.

And, don't forget to join the Utz Centennial Club, which offers exclusive information on new items, promotions, discounts, limited edition gear, and more. By joining, you'll also be entered into the **100 Years for Utz, \$100,000 for**

You Sweepstakes³, where one (1) lucky fan will win \$100,000! To join the fun and help celebrate Utz's 100th anniversary celebration, please visit <http://www.utzsnacks.com/cash>³, or text the word "CASH" to "68559" ⁴. Terms and conditions apply.

"We are very proud and excited to introduce our fresh new look and share more about our Family Crafted Flavor badge, which will be carried on all Utz brand potato chip packages," said Bill Blubaugh, SVP Marketing & Communications, Utz Brands, Inc., "The badge honors every set of hands that touches our carefully crafted snacks as members of the Utz family – from the farmers harvesting potatoes to hungry snackers and everyone in between!"

Utz® brand potato chips and other snack foods can be found in leading retailers across the U.S. or available online at [Utzsnacks.com](http://www.utzsnacks.com). Join the conversation on **Facebook**, **Instagram**, and **Twitter** using @UtzSnacks. And please tell us what you think of our fresh new look!

#UNMISTAKABLYUTZ

¹ Source: IRI; MULO+C; 52 WE 1/2/2022; Dollar Sales; Potato Chips category.

² No purchase is necessary. Must be 18+. Entry ends on March 18, 2022, at 11:59 pm EST. View official rules and alternative means of entry at <http://www.utzsnacks.com/chips>. Void where prohibited. Msg and data rates may apply. View **Terms & Privacy** policies and **Official Rules**.

³ No purchase is necessary. Must be 18+. Entry ends on April 18, 2022, at 11:59 pm EST. View official rules and alternative means of entry at <http://www.utzsnacks.com/cash> Void where prohibited. Msg and data rates may apply. View **Terms & Privacy** policies and **Official Rules**.

⁴ By signing up via text, you agree to receive recurring automated promotional and personalized marketing text messages (e.g., cart reminders) from Utz Snacks at the cell number used when signing up. Consent is not a condition of any purchase. Reply HELP for help and STOP to cancel. Msg frequency varies. Msg & data rates may apply. View **Terms & Privacy** policies and **Official Rules**.

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.

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 operates seventeen (17) facilities located in Alabama, Arizona, Illinois, Indiana, Louisiana, Massachusetts, Michigan,

Nevada, North Carolina, Pennsylvania, and Washington. For more information, please visit www.utzsnacks.com or call 1-800-FOR-SNAX.

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