



NEWS RELEASE

Good Health® Introduces New Organic Cheese Snacks!

8/26/2020

HANOVER, Pa.--(BUSINESS WIRE)--Good Health®, a member of the Utz Quality Foods family of brands, is launching Good Health® Organic with the introduction of Baked Cheese Puffs and Baked Cheese Fries! They're made with real cheese, the key ingredient from Organic Valley®, the nation's largest farmer-owned organic cooperative and one of the world's largest organic consumer brands.

"By launching Baked Cheese Puffs and Baked Cheese Fries, Good Health Organic is off to a great start. We look forward to Good Health Organic delivering tasty snacks to families!"

Tweet this

Good Health has an impressive track record of delivering tasty innovation to families – including Veggie Sticks, Veggie Straws, and a wide variety of snacks made with healthy oils. Good Health's new Organic Baked Cheese Puffs and Baked Cheese Fries continue that delicious tradition! Aimed at families looking for healthier snacking options and organic snacks that taste great, the new line of organic and baked puffs and fries offer the best of both worlds. The flavorful treats arrive on shelves at a time when cheese is the fastest growing subcategory in the salty snack aisle and puffed cheese snacks are experiencing a +20% increase within the natural food channel*.

Organic Valley dairy comes from small farms that raise healthy cows the way nature intended. In addition to being made with real cheese from Organic Valley's pasture-raised cows, Good Health Organic Baked Cheese Puffs and Baked Cheese Fries are gluten-free and carry the trusted USDA Organic label. Organic foods are enjoying a surge in **popularity** as more people than ever seek products for their families which not only taste great and have more nutrients but also are better for the environment and grown without toxic synthetic pesticides and herbicides.

"We're thrilled to bring these delicious, high quality snacks to consumers with a renowned partner like Organic Valley," said Bill Blubaugh, SVP Marketing, Utz Quality Foods, LLC. "By launching Baked Cheese Puffs and Baked Cheese Fries, Good Health Organic is off to a great start. We look forward to Good Health Organic delivering tasty

snacks to families!"

Since 1994, Good Health's mission has been to provide tasty, innovative snacks that people crave by creating crispy, crunchy choices for every occasion. They offer snacks like category-creating Veggie Chips, air-popped Half Naked® Popcorn and potato chips cooked in olive oil and avocado oil. As a trailblazer in "better-for-you" snacking, Good Health is passionate about making life — and good snacks — even better.

Good Health Organic can be found in leading retailers across the U.S. or available on-line at: **Utz Snacks On-Line**. Can't find them in your local store? **Click here to tell our friends at WeStock**, the crowd-stocking application that works with your favorite retailers.

Join the conversation about Good Health Organics on Facebook @Goodhealthsnacks.

*Source: SPINS 52W ending 7.12.20, IRI 52W ending 7.12.20, 2019 Smart Market Research – Salty Snacks

About Utz

Utz Quality Foods manufactures a diverse portfolio of savory snacks under popular brands including Utz®, Zapp's®, Golden Flake®, Good Health®, Boulder Canyon®, Hawaiian® Brand, and TORTIYAHS!®, among others.

After nearly a century with 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 and internationally through grocery, mass merchant, club, convenience, drug and other channels. Based in Hanover, Pennsylvania, Utz operates fourteen facilities located in Pennsylvania, Alabama, Arizona, Illinois, Indiana, Louisiana, Washington, and Massachusetts. For more information, please visit www.utzsnacks.com or call 1-800-FOR-SNAX.

About Organic Valley®

Organic Valley® is America's largest cooperative of organic farmers and one of the nation's leading organic brands. Organized in 1988, it represents more than 1,800 farmers in 34 U.S. states, Canada, Australia and the United Kingdom and achieved \$1.1 billion in 2019 sales. Focused on its founding mission of saving family farms through organic farming, Organic Valley® produces a wide range of organic dairy, egg and produce products. With its regional model, milk is produced, bottled and distributed right in the region where it is farmed to ensure fewer miles from farm to table and to support our local economies. For further information visit www.organicvalley.coop. Organic Valley® is also @OrganicValley on Instagram, Facebook and Twitter.

CONTACTS

Utz Contact:

Mickey Burnett

Email: mickeyburnett@utznacks.com

Phone: (717) 637-1759