



NEWS RELEASE

## Pretzel Fans Rejoice -- Utz® Introduces Twisterz Seasoned Mini Pretzels!

5/13/2021

The Little Pretzel Twists with BIG & BOLD FLAVOR!

HANOVER, Pa.--(BUSINESS WIRE)-- The Utz® Brand, makers of iconic potato chips, pretzels and cheese balls, is pleased to introduce their newest innovation, Utz® Twisterz™ Seasoned Mini Pretzels. These crunchy, mini-twist pretzels come with big & bold flavors including Zesty Cheddar and Tangy Mustard. They'll make pretzel lovers rejoice!

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

<https://www.businesswire.com/news/home/20210513005986/en/>

NEW Utz® Twisterz™ Seasoned Mini Pretzels, Zesty Cheddar Source: Utz Brands, Inc.

With consumer demand driving flavored pretzels sales to almost +30% over the past fifty-two weeks, according to IRI1, the always innovative Utz Kitchen Specialists have created a new and unique mini-twist pretzel and seasoned them with mouthwatering Zesty Cheddar and Tangy Mustard. Available in a convenient 21 oz barrel, which seals in freshness, Utz's Twisterz will quickly become your anytime, all-the-time favorite snack!

As a category leader in pretzels and the number one provider of convenient sized pretzel barrels, Utz's NEW Twisterz Seasoned Mini Pretzels join the recently introduced Utz® Peanut Butter Filled Pretzel Bites™. Utz continues to innovate and bring incremental consumer excitement to the pretzel category.

"Utz continues to generate strong growth through innovation, acquisition and geographic growth" said Dylan Lissette, CEO, Utz Brands, Inc. "And, as a leader in pretzels and pretzel barrel sales, we see these new Utz Twisterz Seasoned Mini Pretzels as a further extension of our pretzel capabilities. Twisterz, not unlike our new Utz Peanut Butter Filled Pretzel Bites, are sure to delight brand fans and make new ones too!"

The NEW Utz® Twisterz™ Seasoned Mini Pretzels are hitting the market June 7th and will be sold in leading retailers across the US as well as on-line at the **Utz On-Line Store**. Join the conversation on **Facebook**, **Instagram**, and **Twitter** using @UtzSnacks, and tell us which you prefer, Zesty Cheddar or Tangy Mustard!

Little Twist with Big Flavor!

#UTZTWISTERZ

1 IRI, Total US MULO+C, Last 52 weeks ending 3/12/21.

### 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 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 fourteen facilities located in Pennsylvania, Alabama, Arizona, Illinois, Indiana, Louisiana, Washington, and Massachusetts. For more information, please visit [www.utzsnacks.com](http://www.utzsnacks.com) or call 1-800-FOR-SNAX.

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