



PROUD PARTNER OF PENN STATE™ ATHLETICS



FOR IMMEDIATE RELEASE

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Utz Quality Foods Becomes Penn State® Snack Foods Partner

Teams Up with Penn State® Athletics to “Crunch” the Competition!

Hanover, PA – (BUSINESS WIRE) – Utz Quality Foods, LLC. today announces a new sponsorship agreement with The Pennsylvania State University in support of Penn State® Athletics. Beginning with this fall’s football season, Utz® will access a range of media and stadium assets across multiple sports along with co-branded, collectable snack food packages.

“As a proud Nittany Lion alum working with numerous other alumni here at Utz®, we are extremely proud to become a partner of Penn State® Athletics; It’s a winning combination,” said Mark Schreiber, EVP and Chief Customer Officer at Utz Quality Foods, LLC. *“Given our long-standing roots in Pennsylvania, Utz® snacks go hand-in-hand with Penn State® sporting events, tailgates, and related family gatherings. Fans are going to love our new co-branded and collectible Utz® / Penn State® potato chip and pretzels packages.”*

The sponsorship provides Utz Quality Foods with a range of multi-media and promotional assets, such as radio and social media advertising in addition to Beaver Stadium LED’s and signage. Fans will also find Utz® and Penn State® themed retail displays to further celebrate the partnership.

Utz® snacks are available in a range of flavors and come in convenient on-the-go and take-home sizes. The Penn State co-branded, collectable snack food packages are sold in Pennsylvania or available on-line at: Utzsnacks.com

Fans are encouraged to join the fun by sharing more about their favorite Utz® snack food varieties and Penn State® game moments at: Facebook.com/Utzsnacks

And, look for Coach James Franklin’s special “crunching the competition” message on-line at: Facebook.com/gopsusports/videos/1865072706863610/

About Utz Quality Foods, LLC

Founded in 1921, Utz Quality Foods, LLC. is the largest family-managed salty snack company in the United States, producing a full line of products including potato chips, pretzels, cheese snacks, corn chips, tortillas, veggie stix/straws, popcorn, onion rings, pork skins and more. Its brands, which include Utz®, Golden Flake®, Zapp's®, Dirty® Potato Chips, Good Health®, Bachman®, Bachman Jax®, Wachusett®, Snikiddy®, and Boulder Canyon® among others, are distributed nationally and internationally through grocery, mass-merchant, club stores, convenience stores, drug stores and other channels. Based in Hanover, PA, Utz operates eleven manufacturing facilities located in Pennsylvania, Alabama, Arizona, Indiana, Louisiana and Massachusetts. For information about Utz or its products, please visit www.utzsnacks.com or call 1-800-FOR-SNAX.

Utz Quality Foods, Inc. Contact:

George Neiderer, SVP HR
Email: gneiderer@utzsnacks.com
Phone: (717) 637-1759
Utz Quality Foods, LLC.

Kevin J. Brick, SVP Marketing
Email: kbrick@utzsnacks.com
Phone: (717) 637-1759
Utz Quality Foods, LLC.

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