



**FOR IMMEDIATE RELEASE**

**September 4, 2018**

## ***Utz Quality Foods Extends Partnership with Carolina Basketball***

*Utz to Serve as “Late Night with Roy” Presenting Sponsor*

Chapel Hill, NC – (BUSINESS WIRE) – Utz Quality Foods, LLC., a long-standing corporate partner of the University of North Carolina Athletics and Carolina Basketball, today announced a three-year extension of its team sponsorship. As part of its renewed relationship, Utz Quality Foods will become the presenting sponsor of “Late Night with Roy”. The Roy Williams-led event, the official tip-off of the basketball season, is an annual event open to alumni and fans alike in celebration of Carolina Basketball.

*“We are excited to extend our support of the Tar Heels,” said Tim Heil, SVP Sales, Utz Quality Foods, LLC. “As we each share long-standing heritage, tradition and a passion for winning, we are excited to take our partnership to the next level. Utz® Potato Chips and Carolina Basketball is a fan-favorite and winning combination”.*

The renewed sponsorship provides Utz Quality Foods with a range of multi-media and promotional vehicles, such as radio advertising and social media, to excite Tar Heels fans behind their favorite team. In further support of the sponsorship, consumers can expect to see an enter-to-win promotion during the regular basketball season. Fans will find Utz® and UNC-themed in-store merchandising displays to celebrate this partnership, which is overseen by UNC Athletics’ multimedia rightsholder, Learfield’s Tar Heel Sports Properties.

Utz® snacks are available in a range of flavors and come in convenient on-the-go and take-home sizes. Utz® snacks are sold by leading retailers across North Carolina and nationally.

Fans are encouraged to join the fun by sharing more about their favorite Utz® snack food varieties and Tar Heels game moments at: [Facebook.com/LittleUtzGirl](https://www.facebook.com/LittleUtzGirl).

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## **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](http://www.utzsnacks.com) or call 1-800-FOR-SNAX.

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