



FOR IMMEDIATE RELEASE

February 13, 2018

Golden Flake® Releases Limited-Edition Alabama National Championship Collectible

Celebrate the University of Alabama's Historic 2017 Championship Win with Limited-Edition Canister

BIRMINGHAM, AL -- (BUSINESS WIRE) -- Golden Flake® Snack Foods, creator of *The South's Original Potato Chip*® and 50+ year sponsor of the University of Alabama, today announced the release of the 2017 Alabama National Championship Canister commemorating their 17th National Championship.

The University of Alabama continues their historic success on the football field with their 17th National Championship. Building on the excitement, Golden Flake today releases the officially licensed, limited-edition Championship canister, available in leading retailers throughout the state of Alabama or, for those fans outside the state, through Golden Flake's on-line store, see

<http://www.goldenflake.com/store/>

Each commemorative canister also contains a Golden Flake® 5-ounce bag of Thin & Crispy Potato Chips specially marked with the final score of the game, 26 – 23.

"Not only is it the 125th Anniversary of Football at the University of Alabama, but another Championship year! It's been an honor to be a 50+ year sponsor of the University of Alabama and to have provided these limited-edition Championship collectables to celebrate with fans world-wide, while enjoying delicious Golden Flake® Potato Chips," said Jim Ward, Sr. Director of Marketing, Golden Flake®.

"We always look forward to partnering with Golden Flake on this special project. The Golden Flake Championship Canister is a must-have collectable for the Alabama fan in your family," said Jim Carabin, Vice President & General Manager, Crimson Tide Sports Marketing.

For more Golden Flake information or online store, please visit: www.goldenflake.com And, to join the conversation on your favorite team, follow Golden Flake at: Facebook.com/goldenflake or @golden_flake on Twitter.

About Golden Flake® Snack Foods

Golden Flake Snack Foods founded in 1923 and headquartered in Birmingham, Alabama, is “*The South’s Original Potato Chip®*”. As part of the Utz Quality Foods, LLC. family of brands, Golden Flake® Snack Foods produces, markets, and distributes snack food products throughout the Southeastern United States. The company offerings include: potato chips, pork rinds, tortilla chips, corn chips, baked and fried cheese curls, puffed corn snacks and more. Golden Flake distributes its products to various grocery store chains, mass stores, discount stores, convenience stores, restaurants, and other outlets.

For more information about Golden Flake or its products, visit us www.goldenflake.com.

Contact:

Jim Ward, Sr. Director of Marketing, Golden Flake

Email: jward@goldenflake.com

Phone: (205) 323-6161

###

