



FOR IMMEDIATE RELEASE

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NEW TGI FRIDAYS™ SNACKS BRING OUT THAT 5 PM FRIDAY HAPPY HOUR FEELING WITH EVERY BITE OF ITS NEW SNACK LINE!

The best feeling of the week is knowing its Friday and TGI Fridays™ helps you celebrates it with two fun additions to its popular line of snacks – TGI Fridays™ Buffalo Blue Pub Bites and Zesty Party Sticks.

HANOVER, PA (BUSINESS WIRE) - You know the feeling, it's finally 5 pm on Friday and feelings of rushing to happy hour to meet your friends and socialize kick in place. Now TGI Fridays™ Snacks celebrate that feeling by introducing two delicious salty snacks that conjure up those happy hour memories right out of a bag.

TGI Fridays™ Buffalo Blue Pub Bites are hearty popped potato snacks that are shaped like drumsticks and flavored with delicious buffalo blue seasoning. The fun snack shape is easy to grab and pop in your mouth. The crunchy bite and buffalo blue seasoning makes you believe you're eating a big plate of chicken wings with your friends.

TGI Fridays™ Zesty Party Sticks are potato sticks seasoned with TGI Fridays™ Restaurant's Signature Seasoning. The spicy garlic, onion and salt flavor has been a TGI Fridays™ restaurant menu favorite for years. Wondering how to get it? Now, you can, because it's available on a potato stick to eat on-the-go or with a meal so you can enjoy the popular menu flavor all week long.

"TGI Fridays™ licensed foods are one of the fastest growing products in food retailers because consumers want those hearty menu favorites in easy, to-go, options," said Wendy Groover, Director of Innovation at Utz Quality Foods. "Both flavorful TGI Fridays™ salty snacks are right on trend providing two of the most popular menu items in an easy snacking option. With the hectic schedules today, sometimes it's hard to get to happy hour, but it's easy to grab a bag of TGI Fridays™ snacks to give you that happy hour feeling at home."

In addition to the newly launched TGI Fridays™ Pub Bites Party Sticks, TGI Fridays™ Snacks offers an assortment of bar-centric snacks that exemplify the spirit of Happy Hour including TGI Fridays™ Potato Skins, Mozzarella Sticks, Onion Rings, Jalapeno Poppers and Party Bites in a variety of flavors.

Join the fun by telling us how much you love the new TGI Fridays™ Buffalo Blue Pub Bites and TGI Fridays™ Zesty Party Sticks on Facebook at: [TGIF Snacks](#) or <https://www.facebook.com/tgifsnaacks/>

About Utz Quality Foods, LLC.

Founded in 1921, Utz Quality Foods, LLC. is the largest family-managed, privately held, salty snack company in the United States, producing a full line of snack foods 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®, Jax®, Wachusett®, Snikiddy®, Boulder Canyon®, Kitchen Cooked®, Snyder of Berlin®, Tim's Cascade®, Hawaiian Brand®, among others, are distributed nationally and internationally through grocery, mass merchant, club stores, convenience stores, drug stores and other channels.

Based in Hanover, Pennsylvania, Utz operates fourteen manufacturing facilities located in Pennsylvania, Alabama, Arizona, Illinois, Indiana, Louisiana, Washington, and Massachusetts and distributes its products through 1,645 Direct Store Delivery Routes (DSD) and direct to customers.

For information about Utz® or its products, please visit www.utzsnacks.com or call 1-800-FOR-SNAX.

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About TGI Fridays™

In 1965, Fridays opened its first location in New York City. Today, there are over 850 restaurants in 55 countries which offer high quality, authentic American food and legendary drinks, served with genuine personal service. Bringing people together to socialize and celebrate the freeing and liberating spirit of "Friday" is the concept's founding premise, from which the brand promise "In Here, It's Always Friday®" was born. For more information, visit www.fridays.com or follow us on Twitter at @TGIFridays.