



FOR IMMEDIATE RELEASE

September 19, 2023

**ZAPP'S SINFULLY-SEASONED PRETZEL STIX STRIKES GOLD AGAIN AS WINNER
IN PROGRESSIVE GROCER'S 2023 EDITORS' PICKS AWARDS**

Voodoo and Jazzy Honey Mustard flavors bring home the brand's third award of the year

HANOVER, Pa. (BUSINESS WIRE) – [Zapp's®](#), a brand of daringly different flavors with a unique New Orleans style, has been recognized as a winner in [Progressive Grocer's 2023 Editors' Picks Awards](#), with its Sinfully-Seasoned™ Voodoo® and Jazzy Honey Mustard Pretzel Stix named in the Best New Products of 2023 category.

Launched in October 2022, Zapp's Sinfully Seasoned Pretzel Stix marked the first time the fast-growing snack brand ventured beyond potato chips, bringing its bold, Cajun-inspired flavors to the pretzel category.

"When we created Zapp's Sinfully-Seasoned Voodoo Pretzel Stix, we knew our loyal Zapp's fans and pretzel consumers who love big, bold, and loud flavors would love these products," said Utz Brands Senior Vice President of Marketing Stacey Schultz. *"To also be recognized by Progressive Grocer for our innovation, differentiation, and performance for our first new product category outside of our best-selling potato chips is unparalleled and motivates our team to innovate further to bring the best-tasting products to market."*

This marks the third award win this year for Zapp's Sinfully-Seasoned Voodoo Pretzel Stix after being named a winner in PEOPLE's 2023 Food Awards most recently in June and SELF Magazine's 2023 Pantry Awards in February.

Zapp's Sinfully-Seasoned Pretzel Stix are available online and at leading retailers across the U.S. and can be located using [Zapp's Sinfully-Seasoned Pretzel Stix Finder](#).

More information about Zapp's is available on [Facebook](#), [Instagram](#), and [TikTok](#). And, as always, "Laissez les bons temps rouler!"

#ZAPPSPRETZELS

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About Utz Brands, Inc.

[Utz Brands, Inc.](https://www.utzsnacks.com) (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 a 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 has multiple manufacturing facilities located across the U.S. to serve our growing customer base. For more information, please visit www.utzsnacks.com or call 1-800-FOR-SNAX.

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Zapp's® is announced as a winner in Progressive Grocer's 2023 Editors' Picks Awards.

Source: Utz Brands, Inc.