



February 27, 2024

## UTZ UNVEILS NEW MIXED MINIS PRETZELS

*Iconic brand brings three mouthwatering flavors to new bite-sized shaped pretzels*

HANOVER, PA (BUSINESS WIRE) -- [Utz](#)<sup>®</sup>, a leading U.S. salty snack food brand, is pleased to introduce its newest addition to its ever-growing lineup of snack food offerings with Utz Mixed Minis Pretzels. The new pretzels bring a fun twist to classic Utz pretzels in the form of three bite-sized shapes, including twists, rings, and waffles, with three distinct flavors to enjoy.

Responding to a clamor for more crunch and mouthwatering flavors, this new line of pretzels elevates the snacking experience with Sea Salt, Garlic Butter, and the sweet heat of Mike's Hot Honey<sup>®</sup>.

- **Sea Salt** --The classic Utz pretzel dusted with just the right amount of sea salt.
- **Garlic Butter** -- Expertly seasoned pretzels with delectable garlic butter.
- **Mike's Hot Honey** -- Already a fan favorite flavor with Utz Potato Chips, the sweet heat flavor of Mike's Hot Honey, America's #1 hot honey, is now paired with a classic Utz pretzel.

*"At Utz, we work with a relentless pursuit of snack perfection with a core focus on fresh, crunchy, and big flavor snacking experiences," said Jennifer Bentz, Chief Marketing Officer at Utz Brands, Inc. "Utz Mixed Minis Pretzels boast irresistible flavor combinations, ensuring a love-at-first-bite experience that we're confident will captivate our fans and make some new ones too."*

Available in on-the-go 4-ounce and 12-ounce take-home sizes, Utz Mixed Minis Pretzels continues with the brand's commitment to providing high-quality snacks that deliver on the promise of freshness and flavor. They're available online at [utznacks.com](https://utznacks.com) and from leading retailers nationwide.

Share what you love about the new Utz Mixed Minis Pretzels on [Facebook](#), [Instagram](#), and [TikTok](#), using @utznacks and Mike's Hot Honey on [Facebook](#), [Instagram](#), and [TikTok](#) using @mikeshothoney.

#UTZMIXEDMINIS

###

## About Utz Brands, Inc.

Utz Brands, Inc. (NYSE: UTZ) manufactures a diverse portfolio of savory snacks through popular brands, including Utz®, On The Border® Chips & Dips, Zapp's®, and Boulder Canyon®, 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 across the U.S. to serve its growing customer base. For more information, please visit [www.utzsnacks.com](http://www.utzsnacks.com) or call 1-800-FOR-SNAX.

### SPM Communications

Agency Media Contact  
Abraham Mohamad  
Abraham@spmcommunications.com

### Utz Brands, Inc.

Media	Investors
Kevin Brick	Kevin Powers
kbrick@utzsnacks.com	kpowers@utzsnacks.com

# Flavor, Fun, Three Shapes all in one bag!



Try the new Utz Mixed Minis Pretzels, they're delicious!

Source: Utz Brands, Inc.