



## FOR IMMEDIATE RELEASE

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### **ZAPP'S WORKS ITS VOODOO ON A WHOLE NEW SNACK CATEGORY – PRETZELS**

*New Sinfully-Seasoned Pretzel Stix marks the end of plain and boring pretzels*

HANOVER, Pa. (BUSINESS WIRE) – [Zapp's](#), one of the fastest-growing potato chip brands in snack foods, is venturing beyond its best-selling chips with the launch of its newest snack line – [Zapp's™ Sinfully-Seasoned™ Pretzel Stix](#).

Available in convenient 5-ounce or 16-ounce take-home packages, Zapp's Sinfully-Seasoned Pretzel Stix are available in two big, bold, mouthwatering flavors:

- **Voodoo™** - Zapp's iconic blend of sweet, spicy, and uniquely Cajun flair with just the right hint of smoky BBQ sweetness;
- **Jazzy Honey Mustard** - a decadently delicious blend of mustard and honey to make the taste buds sing

With daringly different flavors, Zapp's has a unique New Orleans style all its own. From universal fan-favorite Voodoo to new Jazzy Honey Mustard, Zapp's offers an array of exciting flavors that live up to the sights, sounds, and soul of New Orleans.

*"Zapp's is a beloved brand, particularly with everyone's favorite flavor, Voodoo," said Utz Brands Senior Vice President of Marketing Stacey Schultz. "Our new Zapp's Sinfully-Seasoned Pretzel Stix takes New Orleans-inspired flavors even further. For fans who expect big, bold flavor, Voodoo and Jazzy Honey Mustard are daringly different and sure to please."*

Founded in 1985 by Ron Zappe, Zapp's New Orleans Kettle Style Potato Chips include a range of convenient on-the-go and take-home sizes as well as exciting flavors, including Cajun Dill Gator-Tators™, Spicy Cajun Crawtators™, Hotter 'N Hot™ Jalapeno, Mesquite Bar-B-Que and a whole lot more – and now with Zapp's Sinfully-Seasoned Pretzel Stix, there are even more reasons to tickle your taste buds and keep 'em dancing like you're at Mardis Gras.

Zapp's Sinfully-Seasoned Pretzel Stix can be found in leading retailers across the U.S. Join the conversation about Zapp's on [Facebook](#), [Instagram](#) and [Twitter](#) using @Zappschips. Tell us which is your favorite Sinfully-Seasoned Pretzel Stix: Voodoo or Jazzy Honey Mustard?

And, as always, "Laissez les bons temps rouler!"

#ZAPPSPRETZELS

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**About Utz Brands, Inc.**

[Utz Brands, Inc.](http://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](http://www.utzsnacks.com) or call 1-800-FOR-SNAX.

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Try the new Zapp's Sinfully-Seasoned Pretzel Stix, available in Voodoo or Jazzy Honey Mustard. They are daringly different and sure to please!

Source: Utz Brands, Inc.