

**Celebrating a Cheezy anniversary:
Cheez-It launches new flavour one year after landing in the UK**

- Popular cheezy baked snack from across the pond expands its range with new Cheese and Smokey Bacon flavour
- Available in Tesco stores from 17th July



One year after launching on to the UK scene, Cheez-It is treating Brits to a brand-new flavour inspired by their one true love – the bacon butty.

New Cheese and Smokey Bacon flavour is set to send tastebuds into a meltdown. The bites are baked with 100% real cheese and are seasoned to perfection with the familiar salty, smokey bacon taste we all know and love.

Baked, not fried Cheez-It's unique curved shape gives it the ultimate satisfying crunch. The latest flavour addition is coming the UK first, so fans can try it before it launches in any other countries.

Cheese lovers can get their hands on the new snack in Tesco stores from 17th July, just in time for BBQ season.

Steven Debrouwer, flavour expert for Cheez-It, said: “Cheez-It, the iconic American favourite, landed in the UK one year ago so what better way to celebrate than by launching

a new flavour? We know how bacon is a staple food in Brits' kitchens across the UK, so we wanted to create a flavour combining that recognisable smokey taste with the creaminess of cheese. The result is a sensory delight, they smell as good as they taste and leave you with the lingering flavour of smokey bacon.”

The new flavour is tailored for those snack lovers seeking bold flavours for social sharing. Cheez-It Cheese and Smokey Bacon is available at an RRP of £1.85 /120g and £2/ 150g.

The new Cheese and Smokey Bacon flavour joins Double Cheese, Cheese & Chilli, and Cheese, Sour Cream & Onion.

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