



FOR IMMEDIATE RELEASE

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Contact: Mike Gloekler, Corporate Communications & PR Manager
Office: (423) 238-7111, Ext. 22440
Cell: (423) 364-4431
Email: mike.gloekler@mckee.com

Do You Know the Muffin Man? Little Debbie Mini Muffins Have a Great New Look. Great Taste, Too!

Available now, Mini Muffins and Mini Brownies are sure to delight families.

Collegedale, Tenn. – Inspired by the charming nursery rhyme, the Little Debbie brand is launching new family-friendly designs for their great-tasting Mini Muffins and Mini Brownies nationwide in January 2017. “The Muffin Man character on the new designs communicates the great, oven-baked taste of our muffins,” said McKee Foods Creative Services Manager John Petticord. “What’s more, the Muffin Man harkens back to the McKee family’s roots as a small bake shop with one oven on Main Street in Chattanooga, Tenn., some 80 years ago.”

“The Muffin Man is not just a design element; it also engages families in a number of ways,” said Marketing Specialist Erica Harrison. “We included the famous nursery rhyme on one side of the carton and a fun game on the back. We also commissioned a free downloadable e-book that tells the story about how the Muffin Man got his name and makes for a sweet, sharable reading moment with your child.” The link to the e-book is available at LittleDebbie.com.

“Mini Muffins and Mini Brownies appeal to households with kids more than any other baked sweet goods,” said Consumer Insights Manager Alison Poston. “As a mom of four kids – and, yes, with the proverbial mini-van – I understand the rush that happens on a typical morning and how Little Debbie Mini Muffins supplement a quick breakfast and make everyone happy.”

The Little Debbie brand is sharing this news through a series of ads on TV, digital and social media titled “The Moms of 7 A.M.” Director of Marketing Barry Anthony said, “This documentary-style campaign looks in on the real-life morning scramble of three families. In these videos, we discover the real challenges, capture the real moments of spontaneous joy and see how Little Debbie Mini Muffins fit perfectly into these busy times.”

With the launch in January comes new and improved recipes for Mini Muffins and Mini Brownies. The bakers for the Little Debbie brand mixed over 200 recipes and, guided by the feedback from hundreds of kids and moms, refined them until they were just right. “One of the most interesting changes to the recipes should have been obvious,” said Cheryl Hilling, Director of Quality for McKee Foods. “Kids told us they preferred milk chocolate chips over semi-sweet chips because of their slightly bitter aftertaste. With ingredients like real blueberries and real cocoa, these new recipes are sure to please the entire family.”

About the Little Debbie brand

McKee Foods’ Little Debbie brand is America’s No. 1 selling snack cake and is increasing its presence in the breakfast pastry and cookie categories. More than 138 billion Little Debbie® snacks have been sold by retailers since 1960 in the United States, Canada, Mexico, Puerto Rico and on U.S. military bases worldwide. Every week, Little Debbie® snacks are baked fresh and delivered from our bakeries to your communities — that’s why they’re so fresh tasting. Local independent distributors, who are members of your communities, purchase these products from McKee Foods and sell them to local retailers, and ensure that the freshest products are available in your stores. In fact, you’ll find our quality pledge and our guaranteed fresh date on every package. Visit littledebbie.com for more information. You can also find us on Facebook and Twitter.