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Little Debbie Brand Rolls out a NEW Seasonal Flavor of Mini Donuts

Apple Cinnamon Mini Donuts Are the Perfect Choice for Fall Fun!

COLLEGEDALE, Tenn. — Sept. 22, 2020 — This fall, McKee Foods is launching new Little Debbie® Apple Cinnamon Mini Donuts! Apple Cinnamon Mini Donuts are the perfect choice for those looking to dive into the tastes of fall and want to do so with their favorite trusted brand. Each donut combines bright apple flavors with the comforting taste and aroma of cinnamon. The experience is then wrapped up in a convenient, resealable bag featuring cute and cozy forest creatures in scarves!

“We have so many fun new mini donuts coming out to help celebrate every season,” said Jill Sito, graphic designer. “It has been so exciting working on the designs of these items, starting with Mini Panda Donuts this summer. Moving into fall, I can’t think of a better way to celebrate than a cinnamon apple festival with woodland critters! The bright yellow foliage, basket of apples and delectable-looking donut make me ready for fall. I can almost smell the cinnamon!”

Little Debbie product manager, Erica Harrison, had this to say about the first time she tried Apple Cinnamon Mini Donuts:

“Every season comes with positive changes, but fall is my absolute favorite! Apple Cinnamon Mini Donuts encompass all there is to look forward to when the heat of summer subsides and you step out to crisp mornings, trees laden with pops of colorful leaves, warm spiced smells drifting in from the kitchen and the comfort of layering up under a fluffy scarf. When I opened my first bag, I longed for cooler weather and a reason to cozy up on the front porch with these donuts and a hot cup of coffee!”

By providing the second in a line of seasonal donut varieties with a suggested retail price of \$2.19, the Little Debbie brand adds fun and assortment to consumers’ seasonal snacking! Be on the lookout for other fun flavors to follow throughout the year.

ABOUT THE LITTLE DEBBIE BRAND

McKee Foods’ Little Debbie brand is the No. 1 brand in the baked sweet goods category. A Little Debbie® product is purchased more than 50 times per second in the United States and Canada. Little Debbie snacks are baked fresh and delivered from our bakeries to your communities on our own trucking fleet. Wholesale 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 family promise of quality, freshness and taste on every package. Visit littledebbie.com for more information, or follow Little Debbie on [Facebook](#) and [Twitter](#).

ABOUT MCKEE FOODS CORPORATION

McKee Foods, a family bakery with annual sales of about \$1.4 billion, is a privately-held company based in Collegedale, Tenn. The McKee Foods story began during the height of the Great Depression when founder O.D. McKee began selling 5-cent snack cakes from the back of his car. Soon after, he and his wife, Ruth, bought a small bakery on Main Street in Chattanooga, Tenn., using the family car as collateral. Today, the company employs more than 6,250 people in Collegedale, Tenn.; Gentry, Ark.; Stuarts Draft, Va.; and Kingman, Ariz. It creates and produces Little Debbie® baked goods, Drake’s® cakes, Sunbelt Bakery® snacks and Fieldstone® Bakery food products. Visit mckeefoods.com for more information.

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