

FOR IMMEDIATE RELEASE

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**A Magical Remake! Little Debbie Brings Back Sparkling Strawberry Unicorn Cakes
with a Twist**

In Response to Consumer Feedback, Now Individually Wrapped!

COLLEGEDALE, Tenn. June 8, 2020 — The Little Debbie brand is re-introducing a fan favorite, Sparkling Strawberry Unicorn Cakes! This magical remake consists of all the fun from before — a pink strawberry-flavored cake with a fun, lavender-colored vanilla creme in the center, covered in white frosting, drizzled with a light blue icing and generously topped with a magical dusting of purple candy glitter. So, how did they get better? Now, they are baked into a perfectly portioned finger cake shape with eight individually wrapped cakes in each box. Each cake is wrapped with pink, purple and blue graphics and “Unicorn Cakes” printed on the front, making them perfect for party snacks and lunchbox treats.

“Bringing back this delicious favorite is so exciting for our brand fans, and also for employees in the company,” said Tara Wiese, Little Debbie Associate Brand manager. “We are gearing up for the fun and smiles these snacks bring to everyday moments. We can’t wait to see consumers sharing their enjoyment on social media once they return to shelves again. We loved seeing Little Debbie® snacks tagged in so many posts on Facebook, Instagram and Twitter during the first launch of Unicorn Cakes, and anticipate lots of Little Debbie fan excitement and creativity this go-around.”

These cakes are the ideal way to celebrate a unicorn-themed birthday party, a Saturday afternoon with the family or to pop in a lunchbox for a mid-day surprise. Families nationwide will be able to enjoy these trendy snack cakes! You can find these tasty, magical treats wherever Little Debbie snacks are sold beginning June 2020.

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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