

FOR IMMEDIATE RELEASE

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Little Debbie Club Pack Turtle Brownies

Turtle Brownies are an indulgent and delicious premium treat and can now be found in select Club Stores

COLLEGEDALE, Tenn. — January 4, 2021 — Little Debbie® Turtle Brownies are baked with quality ingredients including a combination of caramel, fudge and peanuts paired with an oven-baked specialty brownie recipe. Previously only offered in family sized cartons with eight individually wrapped brownies, Club shoppers can now purchase them in a larger 16-count cartons at an SPR of \$6.59. Each carton now including more of the same delectable, individually wrapped brownies.



Expect to see this new product in stores beginning in early January.

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](https://www.facebook.com/littledebbie) and [Twitter](https://twitter.com/littledebbie).

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 started 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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