

FOR IMMEDIATE RELEASE

Contact: Mike Gloekler, Corporate Communications & PR Manager

Office: (423) 238-7111, Ext. 22440

Cell: (423) 364-4431

Email: mike.gloekler@mckee.com



New Strawberry Shortcake Mini Muffins from the Little Debbie Brand

Available Year-Round Starting in January

COLLEGEDALE, Tenn. — January 4, 2021 — McKee Foods announced that it is launching another Mini Muffin variety. In early January, Little Debbie® Strawberry Shortcake Mini Muffins will be making their way to stores near you.

Strawberry Shortcake Mini Muffins are the perfect poppable treat, adding yet another brand-centric flavor to the already robust family of Mini Muffins and Brownies, each of which are listed with a Suggested Retail Price of \$2.59. Strawberry Shortcake Mini Muffins offer an iconic and requested flavor for consumers to choose from.

Easy, convenient and good for the entire family, these bite-sized muffins are packaged four muffins to a pouch and five pouches to a carton, making them a great pantry-ready addition for all to enjoy. Each muffin is baked with a flavor profile of strawberry and vanilla shortcake and are sure to become the go-to snack selection for any time of day.

Erica Harrison, Little Debbie Product Manager had this to say:

“One of the perks of working at McKee is that my family gets to taste new products before anyone else. My eight-year-old son absolutely loves when I bring home goodies to try. Most recently, he opened up a fresh pack of Strawberry Shortcake Mini Muffins and his delight was priceless. He did not stop at just one pack. Needless to say, they are now one of his favorites and most requested to-date. That is, until here hears what we have planned next!”

So, not only can you expect to see Strawberry Shortcake Mini Muffins from the Little Debbie Brand, but keep your eye out for more fresh, new products throughout the coming 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 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.

###