

**FOR IMMEDIATE RELEASE**

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**Making Mornings Sweeter!**

*NEW Little Debbie Honey Bun Mini Muffins*

**COLLEGEDALE, Tenn.** — April 26, 2021 — McKee Foods announced today that it is launching another unique Mini Muffin variety. **Little Debbie Honey Bun Mini Muffins** will make their way to store shelves nationwide in June.

New Little Debbie Honey Bun Mini Muffins are baked with the same delicious flavors as our classic Honey Buns, but in a perfectly pop-able size. These scrumptious, bite-sized snacks are filled with the taste of cinnamon and a touch of honey. Whether at home or on-the-go, moms will love including these delightful little muffins in their snack-time routines.

“Capturing the true essence of the eating experience of our delicious Little Debbie Honey Buns in a mini muffin product was a challenging task. I am excited for our customers to enjoy the latest from the Bakery and can’t wait to hear the reactions from current Little Debbie fans, as well as those that may be new to the brand”, said Tresa Wright, R&D Senior Food Scientist and baking enthusiast.

For families looking for a variety of snacks that are easy, convenient and liked by all, Little Debbie Honey Bun Mini Muffins add a sixth anticipated flavor to an already robust Mini Muffins/Brownies lineup. From classic Chocolate Chip to the celebratory Birthday Cake and fan favorite, Strawberry Shortcake flavors, each carton contains 5 pouches, 4 muffins/pouch, totaling 20 Mini Muffins/Brownies and have a suggested SRP of \$2.59.

Portable, poppable and simply delightful, Honey Bun Mini Muffins will make each morning a little bit sweeter.



### **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](http://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](http://mckeefoods.com) for more information.

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