

FOR IMMEDIATE RELEASE

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The Sweet Scent of Little Debbie® Treats

NEW Little Debbie® Inspired Scented Candles

COLLEGEDALE, Tenn. — April 2022— McKee Foods announced today the launch of Little Debbie®-inspired scented candles! The product launch kicks off Monday April 18, 2022 with Oatmeal Creme Pies®- and Honey Bun®-scented candles available exclusively on shop.littledebbie.com.

Consumers have long enjoyed the comforts of Little Debbie® snack cakes, and the brand is excited to launch a new way to experience those scents of comfort in the home. The soy candles, made in the USA, are available in a 12 oz. tin container and look and smell just as enticing as their sweet inspirations! They provide a cozy and warm scent to any space. The candles will be available for purchase at a MSRP of \$14.99.

The Little Debbie® Honey Bun®-scented candle provides warm notes of sweet honey with a subtle undercurrent of cinnamon, while the Oatmeal Creme Pies®-scented candle is reminiscent of baked oats, deep molasses, creamy vanilla and a hint of spice — both inspired by the same snack cakes consumers have always enjoyed.

Jenn Segan-Whitehead, eCommerce Sales manager responsible for partnering with the manufacturer to craft this cozy treat for your home, said, “We worked with several suppliers to get just the right scents to match the comforts of our snack cakes. We also strived to provide the same quality in this candle that you expect of the Little Debbie® brand. The candle is a great value at \$14.99 with lasting scents and a 40+ hour burn time.”

Erica Harrison, Little Debbie product manager, said, “I am so excited to offer these specialty candles scented like our top products. I get to enjoy the fresh-baked aroma each time I pull up to the bakery, and now we can share that experience with everyone! I can’t wait to see which product they pick to capture the scent of next.”

McKee Foods is already planning an expansion of this sweet product line. Try these scents today, but we are looking forward to new scents in the upcoming months. The product line is available exclusively on shop.littledebbie.com.

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 \$1.5 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 6,400 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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