

FOR IMMEDIATE RELEASE

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HUDSONVILLE ICE CREAM INTRODUCES TWO NEW LITTLE DEBBIE® SNACK CAKE-INSPIRED SEASONAL ICE CREAM FLAVORS, UNICORN CAKES AND STAR CRUNCH!

Limited time only flavors inspired by classic Little Debbie snack cakes will be available at Walmart on May 28

Family-owned brands Hudsonville Ice Cream and Little Debbie are bringing to life two new, iconic Little Debbie snack cake-inspired ice cream flavors for a limited time this spring! These highly-requested flavors are the latest to join a full collection of Little Debbie-inspired ice cream pints. Unicorn Cakes and Star Crunch will be hitting shelves late May at Walmart stores on the frozen endcap. Each are only available for a short time – once the limited seasonal flavors are sold through, they will not return this season.

- **Unicorn Cakes - Sparkling Strawberry:** Strawberry flavored ice cream combines with a blue icing swirl, purple sugar crystals and pound cake pieces to create a flavor that is sure to dazzle and delight.
- **Star Crunch:** Caramel ice cream pairs perfectly with thick fudge and choco crispies for a stellar, out-of-this-world taste.



Unicorn Cakes and Star Crunch Ice Creams are just the latest in the collection of Little Debbie ice cream flavors from Hudsonville, retailing at \$2.50 per pint. Earlier this year, the two companies collaborated to launch a collection of seven flavors, including Cosmic Brownies, Honey Buns, Nutty Bars, Oatmeal Creme Pies, Strawberry Shortcake Rolls, Swiss Rolls and Zebra Cakes. Unlike the two new seasonal ice creams, which are only available for a limited time, the seven classic Little Debbie-inspired flavors will continue to be available year-round.

Hudsonville Ice Cream has been making moments sweeter with delicious ice cream since 1926. This Michigan-based, family-owned and operated company has revolutionized how

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ice cream is made by building the most progressive ice cream manufacturing facility in the country. Hudsonville Ice Cream combines time-tested recipes with fresh milk and cream from local farms to make real, creamy ice cream that generations have come to know and love. Their products are nicely priced and range from classic favorites to unique, seasonal Limited Edition flavors. Learn more at www.hudsonvilleicecream.com.

McKee Foods' Little Debbie brand is the No. 1 brand in the baked sweet goods category. American shoppers purchase more than 2,000 Little Debbie products per minute. Little Debbie snacks are made 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 quality pledge and our guaranteed fresh date on every package. Visit littledebbie.com for more information. You can also find us on [Facebook](#), [Instagram](#) and [Twitter](#).***

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