

FOR IMMEDIATE RELEASE

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HUDSONVILLE ICE CREAM INTRODUCES A NEW LITTLE DEBBIE® SNACK CAKE-INSPIRED SEASONAL ICE CREAM FLAVOR, PUMPKIN DELIGHTS

Limited-time-only flavor inspired by classic Little Debbie Pumpkin Delights will be available at Walmart on Sept. 3

Family-owned brands, Hudsonville Ice Cream and Little Debbie are bringing to life a new, festive ice cream inspired by the iconic fall seasonal treat, Little Debbie Pumpkin Delights® cookies. Just in time for Labor Day, Pumpkin Delights Ice Cream will be hitting shelves at Walmart stores on the frozen endcap on Sept. 3. With a limited window of availability, once this flavor is gone, it will not return for the season.

- **Pumpkin Delights:** Pumpkin flavored ice cream with a delicious spiced cookie swirl to create a seasonal sensation.

This new fall flavor from Hudsonville Ice Cream and Little Debbie is just the latest in their snack cake-inspired collection retailing at \$2.50 per pint. Earlier this year, the brands collaborated on 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 seasonal Pumpkin Delights ice cream, the seven Little Debbie-inspired flavors will 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 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.

Hudsonville

McKee Foods' Little Debbie brand is America's No. 1 selling snack cake and is increasing its presence in the breakfast pastry and cookie categories. More than 138 billion Little Debbie® snacks have been sold by retailers since 1960 in the United States and Canada. Every week, Little Debbie® snacks are baked fresh and delivered from our bakeries to your communities—that's why they're so fresh tasting. 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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