

FOR IMMEDIATE RELEASE

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Little Debbie® Strawberry Swiss Rolls

A Flavorful Twist to a Classic Favorite!

COLLEGEDALE, Tenn. — March 13, 2023— McKee Foods announced the launch of Little Debbie® Strawberry Swiss Rolls in early March. Shoppers can expect to see the brightly-colored cartons in stores shortly thereafter.



Speaking of the carton, Jill Sito, McKee Foods Creative Services manager, describes the new packaging design as, “rich and bold, setting it apart from the traditional Swiss Rolls. With such an eye-catching pop of color, paired with the iconic Swiss Rolls font, they’re sure to be instantly recognizable. Overall, the new packaging for Strawberry Swiss Rolls not only looks stylish, but also effectively communicates the product's flavor and quality.”

When asked about their decision to expand on the Swiss Roll line by adding flavor variety, Erica Cunningham, Little Debbie product manager, said, “Our consumers expressed that they liked the uniqueness of a Strawberry Swiss Roll, considering it a refreshing change from the majority vanilla and chocolate combos, and we couldn’t agree more. It’s the first time McKee Foods has introduced a year-round flavor extension to the classic Swiss Roll since their launch in 1967. So, this is a big deal for Little Debbie enthusiasts!”

As an expansion to a Little Debbie original, Strawberry Swiss Rolls consist of the same scrumptious chocolate cake you know and love, rolled around fluffy strawberry flavored creme and encased with rich fudge coating. Each carton includes 12 twin-wrapped cake rolls and will retail with a suggested price of \$2.59.

So, for those in the market for a little variety from a trusted brand, Little Debbie Strawberry Swiss Rolls are sure to deliver a taste of nostalgia with a delightful twist in every bite.

ABOUT MCKEE FOODS CORPORATION

McKee Foods, a family bakery with annual sales of about \$1.6 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 began 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 6,700 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.

ABOUT THE LITTLE DEBBIE BRAND

McKee Foods' Little Debbie brand is the No. 1 brand in the baked sweet goods category. American shoppers purchase more than 2,100 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 family promise of quality, freshness and taste on every package. Visit littledebbie.com for more information, or follow Little Debbie on [Facebook](#), [Instagram](#) and [Twitter](#).

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