

FOR IMMEDIATE RELEASE

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Look who's joining the Vending Team - Little Debbie® Cookies & Creme Brownies

COLLEGEDALE, Tenn. March 29, 2023 — McKee Foods is introducing Little Debbie® Cookies & Creme Brownies to the vending industry April 2023. Cookies & Creme Brownies bring together two classic American treats: brownies and cookies, fans will enjoy each delicious fudge brownie topped with a velvety, white icing, topped with chocolate cookie crumbles for a bit of crunch.

Little Debbie Vending Cookies & Creme Brownies is:

- A 4.0 oz serving size
- Shelf stable
- Individually-wrapped
- Fresh date coded
- Sold in a case count of 60 (10 caddies/6 wraps per caddie)

Little Debbie Cookies & Creme Brownies arrived in convenience stores in 2022 and since introduction has risen to the No. 2 item ranked on unit sales just behind the ever-popular Little Debbie Cosmic Brownie 4.0 oz.* Vending operators will find this 4.0 oz.-sized product to be a perfect solution for vending machines, Micro Markets, cafeterias and catering.

**Source: The Nielsen Company, SCANTRACK, Total US – Convenience, 52 Weeks Ending 12/31/22. Baked Sweet Goods Category Brownie segment.*

For a peek at Little Debbie Vending products, promotions and company information, visit mckeefoodservice.com

ABOUT THE LITTLE DEBBIE VENDING BRAND

McKee Foods, a family-owned company based in Collegedale, Tenn., introduced Little Debbie® Vending in 2012. Little Debbie Vending products are sized and packaged to meet the unique needs of the channel. On every package of Little Debbie products you'll find the company's family promise of quality, freshness and taste. For more information visit mckeefoodservice.com.

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.

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