

FOR IMMEDIATE RELEASE

Contact: Mike Gloekler, Corporate Communications & PR Manager

Office: (423) 238-7111, Ext. 22440

Cell: (423) 364-4431

Email: mike.gloekler@mckee.com



Little Debbie® Big Pack Cookies & Creme Brownies

Big News for Cookies & Creme!

COLLEGEDALE, Tenn. — May 01, 2023 — Today, McKee Foods announced the upcoming launch of another new Little Debbie® snack. Big Pack Cookies & Creme Brownies will be available mid-May, adding a unique flavor variety to the Brownie category.



Each carton includes 12 large, individually wrapped brownies topped with white icing and chocolate cookie crumbles. Available nationwide, they will be joining the highly successful Big Pack line of products from the brand and will be priced accordingly with a suggested retail price of \$4.99.

Furthermore, Big Pack Cookies & Creme Brownies are a delicious and visually appealing treat that combines the rich and fudgy texture of Little Debbie brownies with the crunchy, creamy sweetness of cookies and creme. This combination creates a decadent flavor and texture contrast that is sure to meet the needs of everyone in the home. In addition, the "big pack" aspect of these brownies refers to the BIG size of the the individual brownies themselves, as well as the number of servings per carton, making them perfect for convenient snacking or sharing with friends and family.

Vanessa Daniel, Consumer Insights analyst for McKee Foods, shared the following comments from research participants when asked what they found appealing about the product:

*A **delicious** product that tastes and looks **elegant** from a **brand that I respect** very much.*

***Looks like a refreshing change. Brownies get boring** after eating the same ones over and over. This would be **great tasting and fresh**.*

Good snack for kids and adults! Cookies and creme is a favorite flavor of [my] family members.

Moist, chewy, eaten on the go, packed in a lunch, good chocolaty snack to have on hand or take to work.

Unique product that will interest my kids and people I have over. Great product to share with others. Something I would take to work meetings.

When parents, grandparents and other primary shoppers are looking to provide a fun treat that everyone loves and doesn't disappear in a day, Little Debbie Big Pack Cookies & Creme Brownies check all of the boxes. Look for the eye-catching blue packaging featuring detailed product photography in stores coming soon!

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](#).

###