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**FOR IMMEDIATE RELEASE**

## **Sunbelt Bakery Causing “Panda-Monium” with New Flavor: Sunbelt Bakery Panda Granola Bars**

*Deliciously chewy limited-edition flavor is loaded with white and chocolate chips—  
AND loaded with fun, too!*

**COLLEGEDALE, Tenn.** — (February 18, 2022) — [McKee Foods](#) just made an announcement that is likely to generate excitement in both the human and panda communities. In fact, some believe it will cause pure “Panda-monium.” Today, [Sunbelt Bakery](#)<sup>®</sup> launched Sunbelt Bakery [Panda Granola Bars](#).

“We’re thrilled to add this new flavor to our product offering,” said Tara Wiese, Sunbelt Bakery brand manager. “Sunbelt Bakery is all about bringing new ideas, unexpected flavors and more tasty FUN at an affordable price to the granola category. What’s more fun than pandas?!”

Featuring a group of playful pandas (is there any other kind of panda?) on a bright blue and green box, this new flavor combines the bakery-fresh taste of a Sunbelt Bakery chewy granola bar with delicious white and chocolate chips. Like all of Sunbelt Bakery’s granola bars, they’re made with whole grains, no high-fructose corn syrup, and no preservatives.

Wiese added, “That’s why Sunbelt Bakery Panda Granola Bars are more than a just a fun treat. They’re a convenient snack you can feel good about sharing with your family, any time of day. The individual wraps have a cute little panda face on them, sure to bring a smile to your family as they grab a bar out of the pantry, lunchbox or backpack.”

Sunbelt Bakery Panda Granola Bars are available for consumers to purchase at various retailers nationwide and come in a Family Pack box of eight bars with a suggested retail price (SRP) of \$2.79.

Wiese encouraged, “Since this flavor is only available for a limited time, you’ll want to be sure to stock up before Panda-monium sets in!”

## **SUNBELT BAKERY LAUNCHES NEW, LIMITED-EDITION FLAVOR: SUNBELT BAKERY PANDA GRANOLA BARS**

### **ABOUT THE SUNBELT BAKERY BRAND**

McKee Foods, a family-owned company based in Collegedale, Tenn., introduced the Sunbelt Bakery brand in 1982. The Sunbelt Bakery brand includes snack products, including chewy granola bars and soft baked bars. To learn more about Sunbelt Bakery® snacks, visit [sunbeltbakery.com](http://sunbeltbakery.com) or follow Sunbelt Bakery on [Facebook](#) and [Instagram](#).

### **ABOUT MCKEE FOODS CORPORATION**

McKee Foods, a family bakery with annual sales of about \$1.5 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 6,400 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](http://mckeefoods.com) for more information.

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