

## FOR IMMEDIATE RELEASE

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## McKee Foods announces the return of Drake's® Fruit Pies

*Fan favorites back in time to celebrate 50 years of fresh, delicious taste*

COLLEGEDALE, Tenn., (August 1, 2014) — Happy 50<sup>th</sup> birthday, Drake's® Fruit Pies! (You don't look a day over delicious!) Two more fan favorites make their return the week of August 4, as McKee Foods Corporation returns Drake's® Fruit Pies to the Northeast.

Available in apple and cherry, Drake's® Fruit Pies are a classic taste that evokes memories of childhood and snacks at the kitchen table. Drake's® Fruit Pies are freshly made and delivered to neighborhood stores to ensure a delicious taste experience every time.

“Since bringing the Drake's brand back to consumers in 2013, we have heard from loyal Drake's fans that Drake's® Fruit Pies should be a high priority for us to bring back,” said Chip Stenberg, Drake's associate brand manager. “As with all Drake's® products, we insisted on delivering the consistent quality Drake's fans deserve as opposed to rushing them to market. The result, we believe, is a family of fruit pies worthy of the Drake's® brand.”

Fans of Drake's® Fruit Pies will easily recognize their favorite brand with its distinctive twin-packed square pies. Have one now, save one for later — or share with a friend.

### **About Drake's®**

Drake's® founder, Newman E. Drake, established the brand in 1888 selling sliced pound cake in Brooklyn, New York. Now a part of the McKee Foods family bakery, Drake's® cakes are high-quality products that are baked fresh and delivered to neighborhood stores in the Northeast U.S. More information is available at [drakescake.com](http://drakescake.com), on Facebook at [facebook.com/drakes](https://www.facebook.com/drakes) and on Twitter at [twitter.com/drakes](https://twitter.com/drakes).

### **About McKee Foods Corporation**

McKee Foods, a family bakery with annual sales of about \$1.3 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 5,200 people in Collegedale, Tenn.; Gentry, Ark.; Stuarts Draft, Va.; and Kingman, Ariz. It creates and produces Drake's<sup>®</sup> cakes, Little Debbie<sup>®</sup> snacks, Sunbelt Bakery<sup>®</sup> snacks and cereals, Heartland<sup>®</sup> brands and Fieldstone<sup>®</sup> Bakery food products. Visit *mckeefoods.com* for more information.

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