



**FOR IMMEDIATE RELEASE**

June 17, 2019

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**LITTLE DEBBIE RELEASES NEW BIRTHDAY-THEMED VARIETY BOX**

*New Birthday Box is ready to be delivered for an instant birthday party*

**COLLEGEDALE, TENN.** — Little Debbie® snacks, America’s No. 1 selling snack cake and brand of McKee Foods Corporation, a family-owned bakery, located in Collegedale, Tenn., recently released a new birthday-themed variety box.

Continuing to grow in the online shopping space, the Little Debbie Birthday Box was recently launched and can be purchased on the Little Debbie website. An instant birthday party delivered to fans’ doors, the box contains Little Debbie favorites like: Birthday Cakes, Zebra® Cakes, Cosmic® Brownies and Chocolate Cupcakes. Also included in the box are special party favors, with items such as party hats, confetti, temporary tattoos with augmented reality and stickers.

“Online shopping is growing at a rapid rate, and the eCommerce team has been working to improve how we connect with new and current consumers,” said Matt Guider, eCommerce Sales Manager. “Our variety boxes are fun and innovative ways we can engage with our fans, and bring special items that are only found in the box.”

As a follow up to its successful seasonal Christmas Box, the Birthday Box is expected to be a year-round offer exclusive to the Little Debbie website. For more information about purchasing a variety box or to learn more about Little Debbie and its products, please visit [www.littledebbie.com](http://www.littledebbie.com).

**ABOUT THE LITTLE DEBBIE BRAND**

McKee Foods’ Little Debbie brand is the No. 1 brand in the baked sweet goods category. A Little Debbie® product is purchased more than 50 times per second in the United States and Canada. Little Debbie snacks are baked 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](http://littledebbie.com) for more information, or follow Little Debbie on [Facebook](#) and [Twitter](#).

#### **ABOUT MCKEE FOODS CORPORATION**

McKee Foods, a family bakery with annual sales of about \$1.4 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 6,100 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 cereals, Heartland® brands and Fieldstone® Bakery food products. Visit [mckeefoods.com](http://mckeefoods.com) for more information.

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