

FOR IMMEDIATE RELEASE

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Introducing the Fieldstone Bakery Mini Doodles Cookies

From McKee Foods, the makers of Little Debbie® snacks

COLLEGEDALE, Tenn. August 5, 2020 — Fieldstone® Bakery will introduce new Mini Doodles Cookies to the foodservice industry in September 2020. This new product is a 1 oz. serving pouch of whole grain rich mini cookies which will join the current portfolio of whole grain rich products that meet varying needs of food service managers. These pouched Mini Cookies are available in two flavors, Honey Graham and Lemon, and have just the right amount of sweetness and crunch. In addition to the yummy flavors, Mini Doodles are served in colorful individually wrapped packaging, showcasing images of the product and doodle drawings. There is even space to draw your own doodle on this writable wrapper!

Fieldstone Bakery Mini Doodles are:

- USDA Smart Snacks Compliant
- Shelf Stable
- 1 oz. serving sizes
- Bulk case packed - 144 pouches per case

Food service managers will find these grab-and-go products perfect solutions for education, snack carts, cafeterias, hospitality, catering and vending. The new option for a whole grain item accommodates the evolving needs and preferences of consumers. “Fieldstone Bakery has been very focused on creating delicious whole grain rich products for use in education, business and industry accounts, healthcare and catering applications,” said Kelley VandeLune, National Foodservice Sales manager.

ABOUT THE FIELDSTONE BRAND

McKee Foods, a family-owned company based in Collegedale, Tenn., introduced the Fieldstone® Bakery brand in 2007. The Fieldstone Bakery brand is all about meeting the needs of foodservice customers. A wide-variety of bakery snacks, snack bars, and granola cereal are available under the Fieldstone Bakery brand. To learn more about Fieldstone Bakery visit fieldstonebakery.com or follow Fieldstone on [Facebook](#).

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 6,250 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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