

**FOR IMMEDIATE RELEASE**

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**A Ready-Made Celebration! Little Debbie “Mini Muffin-izes” Birthday Cakes!**

*New Birthday Cake Mini Muffins are here to celebrate all things, big and small!*

**COLLEGEDALE, Tenn. August 10, 2020** — Little Debbie® snacks has taken a fan favorite, Birthday Cakes, and created a new, mini, colorful, anytime treat! In this new mini-muffin format, you can expect the same birthday cake flavor from Little Debbie Birthday Cakes to be baked into this pop-able muffin, with bright colorful confetti inclusions. These sweet treats are packaged in individual pouches, making them the perfect grab-and-go celebration for those everyday moments.

Once the recipe was perfected, consumers testing the product offered celebratory feedback:

*“I like that it's Little Debbie brand. I like that it could be trusted and probably be fresh.”*

*“MY children would go CRAZY over this particular item because of the confetti.”*

Little Debbie product manager, Erica Harrison, had this to say:

“Birthday Cake Mini Muffins were the obvious next choice when expanding our Mini Muffin/Brownie lineup. Birthday Cake is a top flavor in the Baked Sweet Goods category and we have seen great success with our Little Debbie Birthday Cakes. So, by taking the successful elements from a fan favorite and “mini muffin-izing” them, it made for a colorful addition to the brand that the entire family can enjoy!”

Little Debbie brand fans have been asking for a birthday cake muffin and now it’s time to celebrate the occasion! Be on the lookout as new Birthday Cake Mini Muffins join the Chocolate Chip Mini Muffins, Blueberry Mini Muffins and Mini Brownies family lineup in September!

**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 6,250 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](http://mckeefoods.com) for more information.

