

**FOR IMMEDIATE RELEASE**

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**Meet the New, Shining Star For Your Vending Business:  
Introducing Little Debbie® Star Crunch®**

**COLLEGEDALE, Tenn. February 22, 2021** — McKee Foods is introducing Little Debbie® Star Crunch® to the vending industry March 2021. Star Crunch Cookies are a classic out-of-this-world treat made of soft, chewy cookies topped with caramel and crispy rice, then eclipsed by a coating of fudge.

Little Debbie Vending Star Crunch is:

- A 3.0 oz serving size
- Shelf stable
- Individually wrapped
- Fresh date coded
- Sold in a case count of 72 (6 caddies/12 wraps per caddie)

Vending operators will find this new, 3.0 oz.-sized product to be a perfect solution for vending machines, MicroMarkets, cafeterias and catering. Star Crunch has been a staple of the Little Debbie brand since 1971, just two years after astronauts Neil Armstrong and Buzz Aldrin first walked on the moon in 1969. Since introduction, Little Debbie Star Crunch has been a stellar addition to the Little Debbie lineup and will be an out-of-this-world addition to your menu.

For a peek at Little Debbie Vending products, promotions and company information, visit [LittleDebbieVending.com](http://LittleDebbieVending.com).

**ABOUT THE LITTLE DEBBIE VENDING BRAND**

McKee Foods, a family-owned company based in Collegedale, Tenn., introduced Little Debbie® Vending in 2012. Little Debbie Vending products are sized and packaged to meet the unique needs of the channel. On every package of Little Debbie products you'll find the company's family promise of quality, freshness and taste. For more information visit [LittleDebbieVending.com](http://LittleDebbieVending.com).

**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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