



FOR IMMEDIATE RELEASE

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Drake's[®] cakes return Monday, Sept. 23
Celebrating "125 Years of Delicious"


COLLEGEDALE, Tenn., (Sept. 19, 2013) — After much anticipation, Drake's[®] cakes celebrates 125 Years of Delicious and makes a triumphant return to stores on Monday, Sept. 23. Drake's will be available in supermarkets, supercenters, value retailers and convenience stores throughout the Northeast. Starting Wednesday, Sept. 25, a product locator will be available at drakescake.com. Until then, Drake's fans can go to Facebook.com/Drakes for the latest in-store sightings, and to add their own.

McKee Foods is launching Drake's four most popular varieties first — Devil Dogs[®], Coffee Cakes, Ring Dings[®] and Yodels[®].

"The launch of these top four varieties is just the beginning for Drake's," said Chris McKee, executive vice president, Marketing & Sales. "Our first mission is to get the most popular and familiar tastes back into the pantries and lunch boxes of Drake's loyal fans."

The primary focus for McKee Foods was to stay true to what long-time Drake's enthusiasts remember about their favorite cakes. By using the original Drake's recipes and familiar carton formats, consumer passion for Drake's cakes will pick up right where it left off.

"I can't think of a better way to celebrate 125 years of an iconic brand such as Drake's," McKee said. "We're excited to bring Drake's cakes back. We've been working to ensure that loyal Drake's fans enjoy the same great experience they remember, and we can't wait to hear what they have to say."

One of Drake's cakes standout features was its commitment to maintain kosher certification. That kosher certification from the Orthodox Union remains today, and consumers can look for the circled-U symbol  (hechsher) on cartons.

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 a high-quality product that is baked fresh and delivered directly to neighborhood stores in the Northeast U.S. More information is available at drakescake.com, on Facebook at facebook.com/drakes and on Twitter at twitter.com/drakes.

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