

NEWS RELEASE

For Immediate Release

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Introducing the Fieldstone® Bakery 4 oz Honey Bun
From McKee Foods, the Makers of Little Debbie®

COLLEGEDALE, Tenn., March 5, 2018 – Fieldstone® Bakery has introduced a 4-ounce Honey Bun to the food service industry this month. This delicious Honey Bun is made with a touch of honey and cinnamon and is baked fresh, never frozen with an extended shelf life of 90 days from manufactured date.

The new size option for a classic snack item accommodates the evolving needs and preferences of consumers. “We are excited for the new 4-ounce size product as we think it will be a great fit for cafeterias in Business & Industry Accounts, Healthcare and Catering application,” said Kelley VandeLune, National Sales Manager Foodservice. “We know there are larger-sized Honey Buns on the market, but consumers don’t always want products approaching 600 calories. In today’s society, especially in white collar markets, smaller sizes may make better options for the end user.”

For a peek at the Fieldstone Bakery 4.0 oz Honey bun and other Little Debbie Vending products, promotions and company information, visit LittleDebbieVending.com.

ABOUT THE LITTLE DEBBIE VENDING BRAND

McKee Foods, a family-owned company based in Collegedale, Tenn., introduced Little Debbie® Vending in 2012. 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.

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