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# Hostess Brands Ignites Cupcake Craze with the Launch of Three Limited-Time-Only Flavors: Mint Chocolate, Strawberry, and Sea Salt Caramel

*Hostess® CupCakes Secure Official Spot as “America’s #1 Cupcake”*

KANSAS CITY, Mo.--(BUSINESS WIRE)-- As part of its 2018 Cupcake Craze program, Hostess Brands, LLC is launching three limited-time-only Hostess® CupCakes flavors: Mint Chocolate, Strawberry, and Sea Salt Caramel. With 54 percent of the market share of cupcakes and the iconic, category-defining The Original Squiggle®, Hostess is officially America’s #1 Cupcake\*.

Hostess Mint Chocolate CupCakes are a frosted chocolate cake with creamy mint filling, while Hostess Strawberry CupCakes feature a frosted strawberry cake with creamy filling. Seizing upon one of the most popular of-the-moment flavor trends, Hostess Sea Salt Caramel CupCakes are the perfect blend of sweet and savory, with caramel-iced yellow cake, sea salt topping and a creamy caramel filling.

“As the ultimate affordable indulgence, we can’t ignore the power of the cupcake – worthy of birthday celebrations and after-school snacks, or as the antidote for a mid-afternoon slump,” said Keith Peterfeso, Hostess Brands’ Brand Director for All Day Snacking. “Having earned the official title of ‘America’s #1 Cupcake’ through our market share leadership is just the icing on the cake, so to speak.”

Each of the flavors come in multipacks and are sold nationwide. Hostess Chocolate, Golden, and Orange CupCakes are available year-round. Hostess CupCakes are baked in the USA.

For more information about Hostess® products and Hostess Brands, LLC, please visit [hostesscakes.com](http://hostesscakes.com). Follow Hostess on Twitter: [@Hostess\\_Snacks](https://twitter.com/Hostess_Snacks); on Facebook: [facebook.com/Hostess](https://facebook.com/Hostess); on Instagram: [Hostess\\_Snacks](https://instagram.com/Hostess_Snacks); and on Pinterest: [pinterest.com/hostesscakes](https://pinterest.com/hostesscakes).

\* Based on independent national retail sales data

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Source: Hostess Brands, LLC