



Hostess® Snacks: Go On, Live Your Mostess®

Loved by people of all ages, Hostess® snacks are the delicious, irresistible choice for helping consumers find spontaneous moments of joy in everyday occasions. The brand's lineup includes iconic products such as Twinkies®, Donettes®, Cupcakes, Ding Dongs® and Zingers®, as well as new on-trend snack innovations such as Hostess® Bouncers™, Hostess Boost® Jumbo Donettes®, Hostess Cr!spy Minis® and limited-time seasonal varieties.

Following is more information about recent Hostess® innovations and its lineup of snacks:

- **Hostess® Bouncers™**
New Hostess® Bouncers™ are poppable, bite-sized snack cakes with a creamy filling and are a perfect lunchbox snack. They come in three varieties: Cinnamon Donettes®, Glazed Chocolate Ding Dongs® and Glazed Twinkies®. Hostess Bouncers will begin to roll out at retail in the fall of 2022.
- **Hostess Boost® Jumbo Donettes®**
Launched in February 2022, the new caffeinated Hostess Boost® Jumbo Donettes® contain slightly less caffeine (50-70 milligrams) than one cup of coffee. They are available in two decadent flavors: Chocolate Mocha and Caramel Macchiato. They are lightly glazed and caffeinated with coffee bean extract.
- **Hostess Cr!spy Minis®**
Launched in 2021, Hostess Cr!spy Minis® are crunchy, crispy, poppable snacks that feature two layers of creamy filling between delightfully crisp wafers. They come in a resealable stand-up pouch perfect for on-the-go snacking and sharing. They are available in three flavors: Cookies and Crème, Strawberries and Crème and the newest flavor, Mint Chocolate.
- **Hostess® Baby Bundts**
Hostess® Baby Bundts are individually wrapped mini bundt cakes that come in three delicious flavors: Lemon Drizzle, Cinnamon Swirl and Strawberry Cheesecake. These light, fluffy and moist cakes have just the right amount of sweetness with a drizzle of icing, making them a tasty snack.
- **Hostess® Devil's Food Jumbo Honey Bun**
The new Hostess® Devil's Food Jumbo Honey Bun is made with real cocoa and glazed to perfection.



Hostess® Classic Snacks

- **Hostess® Twinkies®**
Hostess® Twinkies® are the original golden snack cake with crème filling that remains an American pop culture icon. Other flavors include Mixed Berry and Banana Flavored.





- **Hostess® Donettes®**

The No. 1 mini donut brand in America*, with a half billion dollars in annual sales, Hostess® Donettes® are perfect bite-sized snack for any occasion at any time of day. They are offered in six varieties: powdered, frosted, double chocolate, glazed, crunch and strawberry cheesecake.



- **Hostess® CupCakes**

Hostess® CupCakes are the No. 1 cupcake brand in the U.S.* They feature a creamy center and The Original Squiggle® and are delicious for all occasions. They are available in five flavors: chocolate, orange, birthday, lemon and golden.



*Based on independent national retail sales data

About Hostess Brands, Inc.

Hostess Brands, Inc. (NASDAQ: TWNK) is a leading sweet snacks company focused on developing, manufacturing, marketing, selling and distributing products in North America under the Hostess® and Voortman® brands. The company produces a variety of new and classic treats, including iconic Hostess® Donettes®, Twinkies®, CupCakes, Ding Dongs® and Zingers®, as well as a variety of Voortman® cookies and wafers.

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