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Hostess Brands, LLC Experiencing Record Demand in Wake of Comeback, with Orders Significantly Greater than Production Capacity

Widespread Reports of Sold-Out Snack Cakes in Stores; Company Working Closely With Retailers to Meet Demand; Asking Public to be Patient as Shelves are Replenished

KANSAS CITY, Mo.--(BUSINESS WIRE)-- Less than three days after its iconic snack cakes officially returned to shelves, Hostess Brands, LLC is experiencing record demand for products, with sales already seven times greater than historic levels and orders three to six times greater than production capacity – which has already been running at maximum levels.

Numerous retailers this week told Hostess that product had sold out within hours of the snack cakes being displayed. With 50 million Twinkies® and 35 million CupCakes already projected to be on store shelves during the first two weeks of the comeback, new orders have been placed representing an additional 100 million units for just those two snack cakes alone.

“We knew this comeback would be historic and interest would be significant. But the demand has far outpaced even our most ambitious projections,” said Rich Seban, president of Hostess Brands, LLC. “We are running our bakeries at their fullest capacity and are doing everything possible to make sure we are fulfilling orders to our retail partners as quickly as possible so they can replenish their shelves for eager consumers. We are asking members of the public to be patient. If your store is out of your favorite snack cake, please rest assured that we are doing everything we can to resupply our customers as soon as possible.”

Hostess Brands, LLC is baking snack cakes at four bakeries: Emporia, Kansas; Schiller Park, Illinois; Indianapolis, Indiana and Columbus, Georgia. Its initial line-up of products includes Twinkies, CupCakes, DingDongs, Donettes, HoHos, Zingers, fruit pies and mini muffins. However, because of the overwhelming demand, consumers may not find all products at all stores immediately.

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Source: Hostess Brands, LLC