

May 6, 2015



Hostess® Debuts Sea Salt Caramel CupCakes and Zingers

Limited Time Flavor Available Until July 31

KANSAS CITY, Mo.--(BUSINESS WIRE)-- Hostess Brands has unveiled a sophisticated new flavor to delight dessert connoisseurs across the country: Sea Salt Caramel, available in both CupCakes and Zingers. The salty-sweet treats are on store shelves nationwide now until July 31.



(Photo: Business Wire)

Each Sea Salt Caramel CupCake is made of golden yellow cake with a core of caramel creme filling, iced with sweet caramel frosting and crowned with The Original Squiggle®. Chocophiles will love the Sea Salt Caramel Zingers – each cake features Hostess' signature creme filling, topped with a ribbon of rich caramel and covered in a layer of smooth, velvety chocolate.

Both the CupCakes and Zingers are garnished with a sprinkling of sea salt to achieve the ultimate union of sweet and salty.

"We're thrilled to offer Hostess fans and caramel lovers these scrumptious Sea Salt Caramel treats," said Ellen Copaken, Senior Director of Marketing, Hostess Brands, LLC. "It's been nearly two years since 'The Sweetest Comeback in the History of Ever,' and Hostess is continuing to evolve and innovate. Bringing back cherished favorites is still a priority, but we're also dreaming up tasty new creations and flavors. We want to surprise and delight our fans while raising the bar for excellence in the baked goods industry."

Hostess plans to debut several inventive treats – as well as bring back an iconic favorite – over the next year. Most recently, Hostess introduced limited edition Red Velvet CupCakes: lush red velvet cake filled with Hostess' signature creme filling, topped with icing and a

scarlet squiggle. Due to overwhelming demand, the Red Velvet CupCakes will return to stores shelves as a permanent item nationwide this summer.

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

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20150506006841/en/>

LAK Public Relations, Inc.

Hannah Arnold, 212-575-4545

harnold@lakpr.com

or

Lauren Whisenant, 212-575-4545

lwhisenant@lakpr.com

Source: Hostess