

July 20, 2016



## Hostess Introduces New Mini Muffins Recipe with 8 Grams of Whole Grain Per Serving

***Three Flavors – Chocolate Chip, Blueberry and Birthday Cake – Also Boast Improved Taste and Texture***

KANSAS CITY, Mo.--(BUSINESS WIRE)-- As the need for on-the-go snacks is ever increasing, Hostess has introduced new Mini Muffins in three flavors – Chocolate Chip, Blueberry and Birthday Cake – available on store shelves starting this month. The new recipe features enhanced flavor and texture, as well as greater moisture and, most notably, the nutritional benefit of 8 grams of whole grain per serving.

In addition to being a good source of whole grain, Hostess's new Mini Muffins contain no high fructose corn syrup, no partially hydrogenated oil and 0 grams trans-fat. The Blueberry variety contains real fruit, and the Chocolate Chip flavor includes real chocolate.

"With the addition of whole grain to our Mini Muffins recipe, moms can give their kids a snack they love and also one they feel good about," said Becky Logan, Senior Brand Manager, Hostess Brands, LLC. "While they're still a sweet indulgence, stocking your pantry with Mini Muffins has a nutritional upside as well."

Each package contains 5 pouches of 4 muffins, the perfect snack size for home or on-the-go.

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://www.instagram.com/Hostess_Snacks); and on Pinterest: [pinterest.com/hostesscakes](https://pinterest.com/hostesscakes).

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20160720005060/en/>

**LAK Public Relations, Inc.**

**Marie Espinel, Katie Lewis or Hannah Arnold**

**212-575-4545**

[mespinel@lakpr.com](mailto:mespinel@lakpr.com), [klewis@lakpr.com](mailto:klewis@lakpr.com) or [harnold@lakpr.com](mailto:harnold@lakpr.com)

Source: Hostess