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## Twinkie™ Gets a Cake-over: Hostess Brands, LLC Introduces Chocolate Cake Twinkies®

KANSAS CITY, Mo.--(BUSINESS WIRE)-- In response to consumer flavor trends and as part of its ongoing innovation efforts, Hostess® today announced the introduction of Chocolate Cake Twinkies®: chocolate cake with creamy filling, in the same iconic Twinkie™ shape.

This Smart News Release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20170425006580/en/>



Chocolate Cake Twinkies® (Photo: Business Wire)

From seasonal favorites – including Pumpkin Pie Twinkies – to limited edition items such as the Ghostbusters Green Slime Twinkies, Hostess Brands has created numerous innovative flavors for Twinkies' creme filling. However, until now, the golden sponge cake – which even gave Twinkie its “gold standard” status – has gone untouched.

“Twinkies are the most recognized and beloved brand in the sweet baked goods category, getting as close to perfection as possible,” said Burke Raine, Hostess Senior Vice President and Chief Marketing Officer. “Be it new flavors, new formats or different parts of the store, Twinkies are so iconic and well known that we have endless opportunities to extend the brand in ways that others can’t.”

Not only did Chocolate Cake Twinkies score high in concept tests, but they also performed well in a blind taste test in which the vast majority of consumers said Chocolate Cake Twinkies met or exceeded expectations.

Meanwhile, consumer feedback fed another exciting improvement to Hostess's snack cake

portfolio: Fudge Covered Twinkies, more commonly known as the Chocodile®. Fudge Covered Twinkies feature a Twinkie enrobed in a smooth fudge layer, and have been reinvented by its larger size, a higher crème-to-cake ratio, an intensified fudge coating and slightly modified shape.

Both Hostess Chocolate Cake Twinkies and Fudge Covered Twinkies are now available at retailers nationwide and are sold in single-serve, twin-pack and multi-pack formats.

### **Hostess Brands, LLC**

An icon of American ingenuity, Hostess treats have been some of the world's best known sweet baked goods for nearly a century. The category pioneer continues to lead the way in innovation, quality and creativity that captures the imagination of snack cake enthusiasts generation after generation.

Hostess Brands, LLC is headquartered in Kansas City, Missouri, and operates bakeries in Emporia, Kansas, Columbus, Georgia and Indianapolis, Indiana.

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).

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