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Hostess Brands Reboots Suzy Q's® with New and Improved Recipe

Consumer Feedback on Social Media Inspired Enhancements to One of America's Most Beloved Snack Cakes

KANSAS CITY, Mo.--(BUSINESS WIRE)-- After listening to consumers who candidly voiced their opinions until they got what they wanted, Hostess Brands, LLC announced today that it has re-launched fan favorite Hostess® Suzy Q's®, now on store shelves featuring a new and improved recipe.

The new Suzy Q's more closely resemble the original – released in 1961 – in both taste and design. The treat is a sandwich cake made of two layers of moist chocolate cake with a mountain of creamy white filling. With 50 percent more crème and 50 percent more cake, it's deliciously messy with a high likelihood of lick-your-fingers fun. In addition, the revamped snack cake brings back the original cake's shape, featuring rounded edges, a defining characteristic that generations of Suzy Q's devotees know and love.

"Suzy Q's fans are among our most passionate consumers, and they have spoken loud and clear," said Burke Raine, Hostess Brands' Chief Marketing Officer. "We heard their feedback on social media and through our Consumer Affairs group, and have responded with an even better snack cake that measures up to their expectations. Our dedication to putting out a quality product -- as well as responding to our consumers -- is paramount."

Feedback on the newly relaunched product has already begun to roll in from passionate fans of Suzy Q's. Jami Harris, a consumer from Florida, feels Hostess has redeemed itself with the new version, stating, "I am single-handedly emptying the store shelves." She exclaimed, "they are awesome!"

Suzy Q's are available now in 6-count multipacks and single serve twin-packs at retailers nationwide and are baked in America.

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

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