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Hostess Brands Continues to Expand its Peanut Butter Portfolio with the Introduction of Hostess® Peanut Butter Ding Dongs®

Hostess® Peanut Butter Ding Dongs® Follow Recent Innovations Including Hostess® Peanut Butter Ho Hos® and Hostess® Chocolate Peanut Butter Twinkies®

KANSAS CITY, Mo.--(BUSINESS WIRE)-- As the peanut butter flavor trend continues to grow, especially in the snacking category, Hostess Brands, LLC, debuts Hostess® Peanut Butter Ding Dongs®. Peanut Butter Ding Dongs are a triple threat of peanut butter combining the sweet taste of peanut butter cake with a peanut butter creamy filling and then peanut butter drizzle over rich fudge.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20180405005106/en/>



Hostess Peanut Butter Ding Dongs are a triple threat of peanut butter combining the sweet taste of peanut butter cake with a peanut butter creamy filling and then peanut butter drizzle over rich fudge. (Photo: Business Wire)

continued innovation.”

“Since the launch of Hostess White Fudge Ding Dongs last year, the Ding Dongs brand has experienced rapid growth, and now boasts a flavor for virtually every taste,” said Keith Peterfeso, Brand Director, All Day Snacking, Hostess Brands, LLC. “With household penetration and repeat buying households on the rise, the popularity of Ding Dongs is on an upward a trajectory we can’t ignore, and is a brand ripe for

Hostess® Peanut Butter Ding Dongs® are now available in stores nationwide where they are sold in multipack and single serve formats.

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://www.instagram.com/Hostess_Snacks); and on Pinterest: pinterest.com/hostesscakes.

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