

Hostess Brands Adds New Mini Brownies to its Updated and Improved Mini Muffins Line-Up

Hostess[®] Mini Muffins and Hostess[®] Mini Brownies are Peanut-Free and School Lunchbox Friendly

KANSAS CITY, Mo.--(BUSINESS WIRE)-- Hostess Brands, LLC, maker of America's best-loved breakfast items and snacks, is debuting updates to its ever-popular Hostess[®] Mini Muffins product line-up.

As brownies continue to dominate online recipe collections, school lunch boxes and nearly everywhere in between, Hostess introduces new Hostess[®] Mini Brownies with chocolate chips. Peanut-free and made with real chocolate, Hostess Mini Brownies contain no transfat, artificial colors or high fructose corn syrup, but DO boast great fudge flavor in convenient on-the-go pouches.

Meanwhile, Hostess Mini Muffins are getting a makeover, with new packaging that highlights fun and flavor, and adjustments to their ingredients making them peanut-free products with real fruit or chocolate, and no artificial colors, trans fat or high fructose corn syrup.

"We are constantly seeking ways to meet consumers' high expectations of our products," said Becky Logan, Hostess Brands' Brand Director for Breakfast. "The biggest fans of our Mini Muffins are generally households with kids -- where taste matters and parents also want to feel good about the snacks they are giving their family."

Now available on grocery store shelves, Hostess Mini Muffins and Hostess Mini Brownies are peanut-free and baked in the USA. Unlike most bite-size brownies on the market, Hostess Mini Brownies contain chocolate chips.

"With these product portfolio renovations, snackers need not sacrifice on flavor in the name of convenience," added Logan, "and they also pass the no-peanut policy of many schools."

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

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