

June 7, 2019



Geoffrey Esper Beat Out Joey Chestnut, Devouring 235 Donettes® at the Second World Hostess® Donettes® Eating Contest in Stunning Upset

Esper, Chestnut and Additional Top-Ranked Eaters Converged in Austin on Donut Day to Compete for \$8,000 in Prizes

AUSTIN, Texas--(BUSINESS WIRE)-- Hostess Brands, LLC and Major League Eating celebrated Donut Day this afternoon with the second World Hostess® Donettes® Eating Championship. In a stunning upset, Geoffrey Esper beat out Joey Chestnut, the #1-ranked competitive eater in the world, for the title of World Hostess Donettes Eating Champion, eating an impressive 235 Hostess Donettes.

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

<https://www.businesswire.com/news/home/20190607005453/en/>



Geoffrey Esper Beat Out Joey Chestnut, Devouring 235 Donettes® at the Second World Hostess® Donettes® Eating Contest in Stunning Upset (Photo: Business Wire)

The six-minute competition pitted the No. 3-ranked Esper of Oxford, MA, Chestnut, Austin-local, No. 17-ranked Juan Neave, and more against one another in a race to eat the largest number of Powdered Donettes in the allotted time. In second place was Chestnut with 200 Hostess Donettes. Neave came in third with 146 Donettes.

“Major League Eating is proud to have been a part of the second

World Hostess Donettes Eating contest,” said Richard Shea, President of Major League Eating. “The competitors ate an astonishing 1160 total Hostess Donettes during today’s

contest -- truly an astounding achievement in sports.”

“A year celebrating Hostess’ 100th birthday, or Sweetennial, would feel incomplete without paying tribute to one of our most beloved treats: Donettes,” said Becky Logan, Brand Director for Breakfast at Hostess Brands, LLC. “Today’s eaters truly did America’s #1 donut, Donettes, proud with their tremendous sportsmanship. It was an incredible sight to behold and an unforgettable way to celebrate Donut Day.”

The second World Hostess Donettes Eating Championship was held at Barton Creek Square Mall in Austin Texas. Last year’s record was held by Chestnut, who ate a record-setting 257 Hostess Donettes in Philadelphia in 2018.

About Hostess® Donettes®:

Hostess® Donettes® are America’s #1 donut, based on independent national retail sales data. They come in Powdered, Frosted, Glazed, Crunch, Cinnamon Crunch, and Double Chocolate plus seasonal and limited time offering flavors. Hostess® Donettes® come in multipack and single-serve at retailers nationwide and are baked in the USA. Also new to the breakfast category is Hostess® Donettes® big brother, Hostess® Jumbo Donettes®, available in Frosted, Glazed Blueberry and Glazed Strawberry.

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; and on Instagram: [Hostess_Snacks](https://www.instagram.com/Hostess_Snacks).

About Major League Eating:

Major League Eating (MLE), the world governing body of all stomach-centric sports, conducts more than 80 events annually, including the Nathan’s Famous Fourth of July International Hot Dog-Eating Contest in Coney Island, N.Y. The competitive eating community is made up of more than 8,000 veteran and rookie gurgitators who travel the nation in search of top titles and the glory that they provide. For more information about Major League Eating, visit us at www.majorleagueeating.com. Follow us on Twitter and Instagram @eatingcontest, and on Facebook www.facebook.com/eatfast.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20190607005453/en/>

Marie Espinel, Katie Lewis or Hannah Arnold

LAK Public Relations, Inc.

212-575-4545

mespinel@lakpr.com, klewis@lakpr.com or harnold@lakpr.com

Source: Hostess Brands, LLC