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Hostess® Ignites Birthday CupCake Craze as Part of Epic Sweetennial Festivities

With Over 31 Million Birthday CupCakes Sold, Hostess® Responds to Clear Consumer Demand by Adding Sweet Treat to Permanent Snack Cake Line-Up

KANSAS CITY, Mo.--(BUSINESS WIRE)-- Celebrating 100 years as America's most iconic snack cake company, Hostess® turned a page in cupcake history, with consumers enjoying 31 million Hostess® Birthday CupCakes in its "Sweetennial" year – enough signature squiggles to stretch more than 1,143 miles. While it was originally introduced early this year as a limited time offering celebrating 100 years of fun and delicious treats, due to the overwhelming response, Birthday CupCakes have been added to the brand's permanent snack cake line-up.

"For 100 years, Hostess has been surprising and delighting consumers with beloved sweet treats that attract passionate fans, generation after generation," said Chad Lusk, Senior Vice President and Chief Marketing Officer for Hostess Brands. "Beyond the extraordinary staying power of our iconic snacks, Hostess continues to lead the way in innovation, with fresh flavors, fun concepts and festive twists on classic favorites have continued to keep the brand exciting and relevant.

"The entirety of the Hostess 'Sweetennial' bash was a tremendous success and a terrific opportunity to engage with our consumers. The consumers' blockbuster response to the Birthday CupCake is quite literally the icing on the cake for this memorable milestone."

Hostess® Birthday CupCakes feature golden cake with rainbow sprinkles baked inside and a decadent vanilla icing. Topping the treat are more rainbow sprinkles and, of course, The Original Squiggle®.

The history-making Birthday CupCake is available nationwide, in multi-pack and single-serve formats.

Additional Sweetennial festivities conducted throughout 2019 included a cross-country Twinkiemobile tour; a Donette-eating competition featuring top-ranked Major League Eating competitors Joey Chestnut and Geoffrey Esper; and [a roast of Hostess' mascot Twinkie the Kid](#) emceed by comedian Joel McHale.

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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Marie Espinel, Katie Lewis or Hannah Arnold

LAK Public Relations, Inc.

212-575-4545

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

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