

July 14, 2015



## Hostess Unveils New Twinkies® Cookbook

***Sweet and Savory Collection Celebrates 85<sup>th</sup> Anniversary of America's Most Iconic Snack Cake with More Than 50 Fan Contributed Recipes***

KANSAS CITY, Mo.--(BUSINESS WIRE)-- Marking 85 years since the Twinkie danced onto America's sweet stage destined for snack cake superstardom, Hostess Brands has introduced *The Twinkies Cookbook, Twinkies 85th Anniversary Edition* – a sweet and savory collection featuring more than 50 recipes created by Twinkie aficionados and notable chefs throughout the country. Published by Ten Speed Press, a division of Random House, the cookbook's colorful concoctions range from the wonderfully wacky – Twinkling Turkey – to the sublime – Deep-Fried Bacon-Wrapped Chocolate-Covered Twinkies and Chicken & Winkies – and everything in between. It is available today wherever books are sold, including [Amazon.com](http://Amazon.com).

This Smart News Release features multimedia. View the full release here:  
<http://www.businesswire.com/news/home/20150714005189/en/>



The book debuts two years after Hostess Brands mounted “The Sweetest Comeback in the History of Ever,” returning to store shelves from the brink of extinction following a groundswell of fans determined not to let their beloved Twinkie twinkle off into the sunset.

“Hostess is a brand rooted in innovation – and nowhere is that spirit more embodied than in the Twinkie, the crème filled, sponge cake sensation that has set the gold standard for snack cakes for 85 years,” said Ellen

The Twinkies Cookbook, Twinkies 85th Anniversary Edition: A New Sweet and Savory Recipe Collection from America's Most Iconic Snack Cake is available wherever books are sold. (Photo: Business Wire)

Copaken, Senior Director of Marketing at Hostess Brands, LLC. "We thank the

legions of fans who made their voices heard to pave the way for the return of the iconic Hostess brand and especially those who channeled their creativity and culinary wizardry to make this cookbook possible."

As recounted in the book's introduction:

*The remarkably colorful history of the Twinkie dates back to early 1930. Hoovervilles were sprouting from state to state, the Chrysler Building neared completion in New York and bakery manager James A. Dewar was embarking on the "best darn-tootin' idea" he ever had. Ten years after starting his career driving a horse-drawn pound cake wagon for the Continental Baking Company outside Chicago, Dewar was at the frontier of almost unimaginable fame. Continental was looking for a new, inexpensive product that would appeal to frugal consumers in the tight economy. Why not use the company's stockpile of shortcake pans to create a treat that could be sold year-round? Dewar thought.*

*Blending a dry mix of necessity, practicality, and ingenuity, he whipped up the celebrated recipe by injecting smooth and creamy banana filling into the oblong golden finger cakes. Unlike strawberries, which were only in season for six weeks during the summer, bananas were readily available year-round.*

*As for the name, a St. Louis billboard advertising "Twinkle Toe Shoes" provided all the inspiration Dewar needed. He was quoted as saying he "shortened it to make it a little zipper for the kids." Dewar's new two-for-a-nickel treat was an instant hit.*

Today, nearly half a billion Twinkies are sold each year, while it takes 10 minutes to bake a Twinkie – which was invented in 1930 by James Dewar. It takes seven minutes to make the Patriotic Twinkie Pie recipe in the original Twinkies Cookbook, while 121 is the number of Twinkies eaten in six minutes by Major League Eating's top-ranked eater, Joey "Jaws" Chestnut. Today, Hostess has 1,113,353 likes on Facebook.

The introduction of *The Twinkies Cookbook, Twinkies 85<sup>th</sup> Anniversary Edition* comes on the heels of a Hostess-sponsored summer [promotion](#) that celebrates the *Minions* movie in theaters now. The "Ultimate Twinkie Minion Sweepstakes" invites consumers to take a Twinkie Minion selfie for a chance to win a trip to Paris. In addition to the promotion, Hostess has introduced limited-edition Minion Decoration Kits, available in both Classic and Banana flavors. Each kit contains 16 Twinkies and four sheets of edible Minions stickers, allowing fans to create their own Minion masterpiece.

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

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20150714005189/en/>

**LAK Public Relations, Inc.**

**Marie Espinel, Lauren Whisenant or Hannah Arnold**

**212-575-4545**

**[mespinel@lakpr.com](mailto:mespinel@lakpr.com), [lwhisenant@lakpr.com](mailto:lwhisenant@lakpr.com) or [harnold@lakpr.com](mailto:harnold@lakpr.com)**

Source: Hostess Brands