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Hostess® Enters New Category with Launch of Twinkies® Cappuccino

New Beverage Combining Two Indulgences in One, Now Available for C-Store Channel

KANSAS CITY, Mo.--(BUSINESS WIRE)-- Hostess Brands, in partnership with Kerry Convenience, today announced the launch of Twinkies® Cappuccino, available now for the c-store channel. The parties have entered a license agreement through which Kerry will manufacture and distribute the new products under the Hostess brand.

Inspired by Hostess' classic Twinkie, the delicious cappuccino beverage combines creamy milk, sponge cake flavor and a hint of coffee for a delightful twist on this all-time favorite. It is available now in the popular northeastern convenience store chain Sheetz, and will be available in convenience stores nationwide in the coming weeks.

"Since The Sweetest Comeback in the History of Ever, Hostess has risen to be the #1 snack cake of choice for c-store customers," said Ellen Copaken, Vice President of Marketing at Hostess Brands, LLC. "Twinkies Cappuccino not only provides consumers with another option when selecting a treat, it combines two of their favorites into one decadent indulgence. Further, the beverage allows c-store operators the opportunity for multi-category promotional activity, rewarding consumers in an engaging way."

"We are delighted to bring the iconic taste of Twinkies to consumers in a new form – that of a cappuccino," said Sharon Porter, director of marketing, Kerry Convenience. "Kerry's thorough understanding of the hot dispensed category, as well as the c-store channel, has allowed us to produce an operationally easy, dispense ready, high-quality product representative of the treat beloved by generations."

This first-time entry for Hostess into the hot dispensed category closely follows on the launch of Deep Fried Twinkies and the release of several Hostess ice cream products, both of which were also new categories for the brand.

Hostess Brands, LLC

An icon of American ingenuity, Hostess treats have been some of the world's best known sweet baked goods for nearly a century. The category pioneer continues to lead the way in innovation, quality and creativity that captures the imagination of snack cake enthusiasts generation after generation.

Hostess Brands, LLC is headquartered in Kansas City, Missouri, and operates bakeries in Emporia, Kansas, Columbus, Georgia and Indianapolis, Indiana.

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.

Kerry

Kerry is responding to consumer demand for real ingredients with better, more authentic and nutritious taste experiences. With 40 years' experience and 24,000 staff on six continents, Kerry has a renewed focus on Taste & Nutrition where the science of taste merges with the science of nutrition. Kerry has a dedicated focus to the convenience channel via Kerry Convenience which works directly with c-store operators, commissaries, and third-party production facilities to make products that attract and retain targeted customers with better tasting, better-for-you, and better performing food and beverages.

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