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A Perfect Pair Becomes a Perfect Trio: Hostess® Chocolate Peanut Butter Twinkies®

Hostess® continues innovation efforts for its classic Twinkies® brand

KANSAS CITY, Mo.--(BUSINESS WIRE)-- As part of its ongoing innovation efforts and in recognition of consumer demand for a timeless flavor pairing, Hostess Brands, LLC today announced its introduction of Hostess Chocolate Peanut Butter Twinkies: a chocolate cake Twinkie filled with delicious peanut butter crème filling.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20170627005339/en/>



“With Chocolate Peanut Butter Twinkies, we have paired America’s favorite flavor combination with America’s most beloved snack cake,” said Burke Raine, Hostess Brands Senior Vice President and Chief Marketing Officer. “This peanut butter-filled treat comes on the heels of our recent introduction of Hostess Chocolate Cake Twinkies and is another a prime

Chocolate Peanut Butter Twinkies® (Photo: Business Wire)

example of our efforts to embrace consumer flavor trends.”

Hostess Chocolate Peanut Butter Twinkies will feature the delectable pairing of sweet and salty flavors, as well as an irresistible creamy peanut butter texture. The snack cake – starting to appear on store shelves now – is sold in single-serve and multi-pack formats.

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://instagram.com/Hostess_Snacks); and on Pinterest: pinterest.com/hostesscakes.

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