



Little Debbie® Expands Big Pack Lineup with New Sticky Buns: A Cinnamon-Infused Solution for Busy Families

COLLEGEDALE, Tenn. – Little Debbie®, America's leading snack cake brand, is bringing another layer of cozy bakery classics to the pantry aisle with the launch of the Little Debbie Big Pack Sticky Bun. Fans of the delicious single-serve option found in convenience stores will be pleased that this all-time bakery classic is now available at their favorite retailers with eight pastries per carton, perfect for stock-up trips and busy households.



Designed for the Heart of the Home

As busy adults and parents continue to seek out "all-day breakfast" options, the Big Pack Sticky Bun arrives as the ultimate solution for home pantry-stockers. With a focus on convenience and variety, these treats are perfectly portioned for on-the-go snacking or shared family moments between school, work and play.

The Sticky Bun serves as a tasty, high-quality option alongside favorites like Honey Buns and Spinwheels, ensuring that Little Debbie fans always have a delicious cinnamon option available.

Consumer-Tested and Ready for the Table

This delicious treat features the classic flavor of a cinnamon bun, made even better with a sticky, gooey texture. Little Debbie prioritized taste and quality in the development of this snack; early tasters say these treats are exceptional, noting the rich cinnamon flavor as a reason they will reach for them repeatedly.

A Versatile Family Staple

Whether it's a quick morning bite or a cozy evening dessert, the Big Pack format ensures there is enough to go around for every member of the family.

"We know our fans are looking for value and great taste that the whole family can enjoy," says the Little Debbie team. "We recommend enjoying them as an on-the-go breakfast option, an afternoon snack or even after dinner as a warm, comforting treat."

ABOUT THE LITTLE DEBBIE BRAND

McKee Foods' Little Debbie brand is the No. 1 brand in the baked sweet goods category.

American shoppers purchase more than 2,000 Little Debbie products per minute. Little Debbie snacks are made fresh and delivered from our bakeries to your communities on our own trucking fleet. Wholesale distributors, who are members of your communities, purchase these products from McKee Foods and sell them to local retailers, and ensure that the freshest products are available in your stores. In fact, you'll find our family promise of quality, freshness and taste on every package. Visit littledebbie.com for more information, or follow Little Debbie on [Facebook](#) and [Instagram](#).

ABOUT MCKEE FOODS CORPORATION

McKee Foods is a family-owned bakery whose story began during the height of the Great Depression, when founder O.D. McKee started selling 5-cent snack cakes from the back of his car. Soon after, he and his wife, Ruth, bought a small bakery on Main Street in Chattanooga, Tenn., using the family car as collateral. Today, the company employs approximately 6,250 people in Collegedale, Tenn.; Gentry, Ark.; Stuarts Draft, Va.; and Kingman, Ariz. It creates and produces Little Debbie bakery snacks®, Drake's® cakes, Sunbelt Bakery® snack bars and Fieldstone® Bakery baked goods. Visit mckeefoods.com for more information.