



## Little Debbie® Elevates On-the-Go Snacking with New Premium Soft Baked Cookies

**COLLEGEDALE, Tenn.** — McKee Foods is proud to announce the April 5 launch of its newest innovation under the iconic Little Debbie® brand: **Soft Baked Cookies**. These decadent, bakery-style treats are designed to meet the growing demand for premium, portable snacks that deliver the gourmet quality today's consumers crave.



Available in two timeless varieties—**Chocolate Chip** and **Peanut Butter**—each 3 oz. cookie is individually wrapped to provide a substantial and satisfying snack for any occasion. These new offerings bridge the gap between cafe-quality baked goods and the convenience of a grab-and-go format.

"Our new Soft Baked Cookies deliver the soft, satisfying texture today's consumers crave," said **Chuck Clevenger, Associate Brand Manager**. "By combining a bakery-style experience with the convenience of a 3 oz. individually wrapped package, we've created a treat that is perfect for any on-the-go snacking occasion."

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### A Decadent Bakery Experience

The Little Debbie Soft Baked line focuses on a "fresh-from-the-oven" appeal, characterized by a moist, tender interior and a perfectly chewy bite. The **Chocolate Chip Cookie** features a light golden-brown appearance with a classic cracked surface. Semi-sweet chocolate chips are distributed evenly to ensure a smooth chocolate flavor in every bite of the rich, buttery-sweet dough.

The **Peanut Butter Cookie** is formulated with real peanut butter for a deep, authentic nutty flavor. These soft-textured cookies mirror the chocolate chip variety with a beautiful golden-brown finish and a traditional cracked aesthetic, maintaining a tender interior and satisfying chew that peanut butter lovers will appreciate.

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## Convenience Meets Quality

Beyond their indulgent flavor, these cookies are engineered for the modern lifestyle. The generous **3 oz. size** ensures a filling snack, while the **individual wrapping** guarantees freshness and portability for travel, work, or school. By delivering **bakery-style softness** in a durable, shelf-stable format, Little Debbie provides a premium solution for impulse-buy environments like convenience stores and grab-and-go racks.

As the demand for high-quality, portable treats continues to rise, Little Debbie Soft Baked Cookies are positioned to become a new favorite for retailers and fans alike.

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### **ABOUT MCKEE FOODS CORPORATION**

McKee Foods is a family bakery with annual sales of about two billion. The McKee Foods story began during the height of the Great Depression when founder O.D. McKee began 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 6,400 people in Collegedale, Tenn.; Gentry, Ark.; Stuarts Draft, Va.; and Kingman, Ariz. It creates and produces Little Debbie® baked goods, Drake's® cakes, Sunbelt Bakery® snacks and Fieldstone® Bakery food products. Visit [mckeefoods.com](http://mckeefoods.com) for more information.

### **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](http://littledebbie.com) for more information, or follow Little Debbie on [Facebook](#) and [Instagram](#).