



Little Debbie® Celebrates 40 Years of Holiday Cheer with the Iconic Christmas Tree Cake

New Santa packaging, fan-favorite flavors and festive merch celebrate the season's sweetest snack.

COLLEGEDALE, Tenn. — [October 14, 2025] — McKee Foods, the maker of Little Debbie® snacks, is marking a sweet milestone — the 40th anniversary of the beloved Little Debbie Christmas Tree Cake®. Since 1985, the festive treat has become a cherished holiday tradition for families nationwide.

Recognized for its signature yellow cake, creme filling and red and green sprinkles, the Little Debbie Christmas Tree Cake has grown from a limited holiday offering into a seasonal symbol of joy, nostalgia and togetherness.



“For 40 years, the Little Debbie Christmas Tree Cake has been more than just a snack — it’s part of the holiday experience,” said Kenny Hammontree, Little Debbie Brand manager. “We’re honored that this treat continues to bring smiles to families year after year.”

A Celebration of Sweet Traditions

To commemorate the 40th anniversary, Little Debbie is unveiling updated packaging featuring a 40th Anniversary Celebration Badge along with a new Santa design and back panel graphics showcasing Christmas Tree Cake cartons through the decades. The celebration also includes the return of the beloved Chocolate Christmas Tree Cakes and the Little Debbie 40 Days of Christmas Giveaway, giving fans the chance to win their favorite Christmas Tree Cake flavor and join in the festive fun.

Fans can also shop a festive new online merchandise collection inspired by the iconic treat. The eCommerce lineup includes the cozy Christmas Tree Cake® Blanket, sparkling Christmas Tree Cake earrings, a glowing LED Christmas Tree Cake Tree and a collectible 40th anniversary sticker and magnet.

For holiday décor enthusiasts, the collection offers a full line of ornaments — Christmas Tree Cake, Christmas Tree Cake Brownies®, Christmas Gingerbread, Cosmic® Brownie, Nutty

Buddy® Wafer Bars, Oatmeal Creme Pie and Zebra® Cake — to spread even more seasonal cheer.

And for those looking to add an extra touch of sweetness to their holiday celebrations, fans can discover festive recipes — like the viral Christmas Tree Cake Dip and other delightful creations made with Little Debbie favorites at <https://www.littledebbie.com/recipe-creations>. They are the perfect touch to parties, family gatherings and festive gifting ideas.

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ABOUT MCKEE FOODS CORPORATION

McKee Foods, a family bakery with annual sales of about 2 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 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 for more information, or follow Little Debbie on [Facebook](https://www.facebook.com/littledebbie) and [Instagram](https://www.instagram.com/littledebbie).

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