



LITTLE DEBBIE® SNACKS INTRODUCES NEW FLAPJACK MINI MUFFINS: ALL THE TASTE OF A SUNDAY BREAKFAST, NO GRIDDLE REQUIRED

The newest addition to the beloved Little Debbie Mini Muffin lineup brings the nostalgic flavor of maple syrup and pancakes to a convenient, on-the-go snack starting September 2026.

COLLEGEDALE, Tenn. — Ditch the griddle and grab a pouch! McKee Foods is thrilled to announce the latest addition to its popular snack line: **Little Debbie Flapjack Mini Muffins**. Releasing nationwide in the first week of September 2026, these bite-sized treats deliver the comforting, syrupy flavor of a classic Sunday morning breakfast without any of the kitchen mess.



Infused with sweet maple notes, Flapjack Mini Muffins offer a creative and enticing twist on a nostalgic morning favorite. By merging the traditional taste of pancakes and syrup into a portable muffin format, Little Debbie has created an exciting new concept that satisfies both sweet cravings and busy schedules.

"We wanted to capture the warmth and comfort of a traditional family breakfast and make it accessible for today's fast-paced lifestyle," said Hannah Norman, Little Debbie product manager. "Flapjack Mini Muffins offer that beloved pancake taste in a neat, pre-packaged pouch, making it easier than ever to share a moment of joy with your family, even on your busiest mornings."

Product Highlights:

- **Classic Flavor, Zero Mess:** Infused with rich, sweet maple notes that perfectly mimic a fresh-off-the-griddle flapjack.
- **Ultimate Portability:** Baked to be bite-sized and packed in convenient pouches, making them ideal for car rides, school lunches or outdoor activities.

- **Versatile Snacking:** The perfect solution for a quick breakfast side, an afternoon pick-me-up or a sweet treat to share.

Whether you are fueling up for a packed workday, packing school lunches, or heading out on a weekend adventure, Little Debbie Flapjack Mini Muffins are the ultimate way to **Unwrap A Smile®** on the go.

Look for them on your favorite grocery store shelves beginning the **first week of September 2026**.

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](#), [Instagram](#) and [TikTok](#).

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.

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