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Little Debbie® Chocolate Chip Brownies Bursting with Real Milk Chocolate Chips

Collegedale, Tenn. — McKee Foods, the family-owned bakery that's been making Little Debbie® snacks for more than 50 years, introduces new Little Debbie Chocolate Chip Brownies, now available nationwide.

Each treat starts with a flavorful brownie that is topped with a chocolaty icing and is sprinkled with real milk chocolate chips.

Little Debbie Product Manager Chip Stenberg said the new Chocolate Chip Brownies provide consumers with another great tasting variety to enjoy. Anyone who loves chocolate is sure to appreciate the real milk chocolate chips.

“These Little Debbie Brownies are a great addition to our brownie family, with a chocolate lover’s dream of three dimensions of chocolate,” Stenberg said. “The flavor of a fresh-baked brownie mingles with the delicious icing and plentiful milk chocolate chips for an explosion of chocolate flavor in every bite.”

Each box contains 12 brownie squares in six individually wrapped packages. The suggested retail price is \$1.79.

New Little Debbie Chocolate Chip Brownies are available in mass merchandisers, supermarkets, dollar stores and other retailers nationwide. Additional Little Debbie Brownies already available include Fudge Brownies with Walnuts, Cosmic Brownies and a variety of seasonal brownies.

(More)

The Little Debbie Brand

McKee Foods' Little Debbie brand is America's No. 1 selling snack cake. More than 150 billion Little Debbie® Snacks have been sold since 1960 in the United States, Canada, Mexico, Puerto Rico and on U.S. military bases worldwide.

Every week Little Debbie® Snacks are delivered from our bakeries to your communities — that's why they're so fresh. Local independent distributors, who are members of your communities, ensure that the freshest products are available in your stores. In fact, you will find our quality pledge and our guaranteed fresh date on every package.

The person who inspired the Little Debbie image often featured on product packages was the granddaughter of O.D. and Ruth McKee, the founders of McKee Foods, a family bakery. That little girl, now Debbie McKee-Fowler, is an executive vice president with McKee Foods and serves on its board of directors.

Visit LittleDebbie.com for more information. You can also find us on Facebook and Twitter.

McKee Foods

McKee Foods, a family bakery with annual sales of more than \$1 billion, is a privately held company based in Collegedale, Tenn. 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, failing bakery, using the family car as collateral. Today, the company employs more than 6,000 people in Collegedale, Tenn.; Gentry, Ark.; Stuarts Draft, Va.; and Kingman, Ariz. It creates and produces Little Debbie® Snacks, Sunbelt® snacks & cereals, Heartland® and Fieldstone™ Bakery food products. Visit mckeefoods.com for more information.

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