

## **Hostess Brands Taps Mars Chocolate North America to Introduce Hostess® Brownies Made with M&M's® and MILKY WAY® Candy**

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*Brownie and Candy Lovers No Longer Need to Pick One or the Other, Thanks to New Licensing Deal*

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Two of America's Icons, Hostess and Mars Chocolate North America, have come together to offer two new delicious treats hitting stores nationwide this month: Hostess® Brownies made with M&M's® chocolate candies and Hostess® Brownies made with MILKY WAY® pieces.

"With brownies being such an important segment of the category, we set out to elevate the brownie experience with the Hostess brand, and in doing so, co-branded with Mars through a strategic licensing deal," said Burke Raine, Hostess Chief Marketing Officer. "Intensely rich brownies will satisfy most chocolate lovers, but pair them with two of America's most beloved chocolate candy brands -- M&M's and MILKY WAY – and you've got a truly irresistible treat."

The Hostess Brownies made with M&M's feature a rich, mouth-watering brownie with M&M's swirled inside and a fudgy chocolate frosting finished with a sprinkling of milk chocolate M&M's.

The Hostess Brownies made with MILKY WAY will delight treat lovers with a soft, decadent chocolate brownie and silky smooth topping of caramel icing finished with a layer of MILKY WAY candy bar pieces.

Hostess Brownies made with M&M's and Hostess Brownies made with MILKY WAY – developed through a licensing partnership between Hostess and Mars - are now available in stores.

For more information about Hostess products and Hostess Brands LLC, please visit [hostesscakes.com](http://hostesscakes.com). Follow Hostess on Twitter: [@Hostess\\_Snacks](https://twitter.com/Hostess_Snacks); on Facebook: [facebook.com/Hostess](https://facebook.com/Hostess); on Instagram: [Hostess\\_Snacks](https://instagram.com/Hostess_Snacks); and on Pinterest: [pinterest.com/hostesscakes](https://pinterest.com/hostesscakes).

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