

## **Hostess Introduces Deep-Fried Twinkies, No State Fair Trip Required**

August 15, 2016 3:06 PM ET

*Popular Carnival Treat Will be Available in the Freezer Aisle at Wal-Mart Stores Across the Country this Summer*

August 15, 2016

In response to Americans' undying love for the popular State Fair delicacy, Hostess is rolling out frozen deep-fried Twinkies – funnel cake-battered sponge cake with a creamy filling – this summer at Wal-Mart stores nationwide. The product will be available in grocery stores and other mass retailers later in the year.

The pre-packed deep-fried Twinkies – found in the freezer aisle – are dipped in funnel cake batter and flash fried before they're frozen, and can be heated up in a toaster oven or regular oven in just minutes. The product comes in two flavors: Classic and Chocolate.

"Americans asked and we answered," said Ellen Copaken, Vice President of Marketing, Hostess Brands, LLC. "We started to explore the idea of developing a deep-fried Twinkie when we saw, year after year, that this indulgent snack was the main attraction at local State Fairs and summer carnivals taking place around the country. This sweet treat is the result of premium innovation and yet another momentous celebration of the beloved Twinkie."

The product launch comes on the heels of Hostess's recent innovation efforts to extend its offerings with an array of seasonal snack cakes such as Pumpkin Spice Twinkies and Peppermint Ho Hos, as well as adding treats such as candy-topped brownies through a partnership with Mars's M&Ms and Milky Way brands. Also available for a limited time this summer are Key Lime Slime Twinkies with Ghostbusters-themed packaging.

"Bringing the Twinkie to the freezer aisle is another way to extend the iconic Hostess brand to other parts of the store," added Copaken.

### **Hostess Brands, LLC**

An icon of American ingenuity, Hostess Brands, LLC has been the baker of many of the world's best known sweet baked goods for nearly a century. The category pioneer continues to lead the way in innovation, quality and creativity that captures the imagination of snack cake enthusiasts generation after generation.

Since being acquired by Metropoulos & Company and Apollo Global Management in 2013, Hostess has become a billion dollar, forward-looking retail brand. The company is headquartered in Kansas City, Missouri and operates bakeries in Emporia, Kansas, Columbus, Georgia and Indianapolis, Indiana.

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).

### **Contacts**

LAK Public Relations, Inc.

Marie Espinel, Katie Lewis or Hannah Arnold, 212-575-4545

[mepinel@lakpr.com](mailto:mepinel@lakpr.com), [kewis@lakpr.com](mailto:kewis@lakpr.com) or [harnold@lakpr.com](mailto:harnold@lakpr.com)