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New Hostess Graphics Hits the Shelves!

CHICAGO, IL. June 15, 2009 – A big delight in every bite. Now you can find your favorite Hostess snack even quicker with the new and improved packaging graphics for the Hostess Single Serve products.

Launched in 2009, the Hostess single serve packaging was redesigned by HBN Brand Design, a full service brand design firm based in Chicago, Illinois. The intention of the redesign was to increase the shelf impact, update the single serve brand image while retaining the equities of the Hostess fresh superior taste and the fun playful look.



“We wanted to break through the clutter by creating an updated and unified brand look, which helps consumers find their favorite Hostess snack, quickly and easily”, says Anne Chipman, senior account executive, with HBN Brand Design. To make the shopping experience effortless for consumers, the breakfast products are now characterized by a white background with sunny yellow type, while the all-day snacking items can be identified by the bright blue background with red type.

The Hostess redesign covers more than 30 items and includes, among others, famous snack cakes Twinkies, Cupcakes, Ho Ho’s, Ding Dongs, Sno Balls and Suzy Q’s, as well as celebrated breakfast items Donettes, Honey Buns, Mini Muffins and Dunkin Stix.

About HBN Brand Design

HBN Brand Design is a Package Design and Branding Studio offering a full range of strategic marketing support and design services to help build and accelerate your brand. For more information on HBN Brand Design’s services, please visit www.hbnbranddesign.com or call 312-787-6787

About Hostess

Hostess is a part of the Interstate Bakeries Corporation, which is the largest wholesale baker of fresh delivered bread and cake in the United States. For more information about the Hostess products, please visit: www.hostesscakes.com or call 1-800-483-725

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