



Cinnabon[®] BonBites[™] Deliver Bite-sized Happiness Nationwide

Baked goods leader debuts tiniest, on-trend treat to date; partners with animated film "Storks" for launch

ATLANTA, Ga., September 23, 2016 – Who says BIG things can't come in small packages? Cinnabon[®], the world's beloved bakery and leading cinnamon roll innovator, today announced the national "roll-out" of BonBites[™], one of its most significant, permanent menu introductions to date. Small in size but big in satisfaction, the BonBite is the bon Guests know and love, but in one perfect bite.

To help celebrate the arrival of their new "Bon in the oven," Cinnabon is partnering with "Storks," a big-screen animated adventure in theaters September 23, 2016. Cinnabon is hosting a film-themed sweepstakes that calls on fans to submit baby pictures on Instagram or Twitter using hashtag #StorksPhotoBon for a chance to win a trip for four to Warner Bros. Studios in Los Angeles, Calif. Each submission will also earn fans a coupon to try new Cinnabon BonBites at their local bakery.

Industry trend reports continue to identify mini and bite-sized dessert offerings as a hot and growing trend.ⁱ In fact, 34% of consumers say they are more likely to order a dessert if a mini-portioned option is available.ⁱⁱ The Cinnabon R&D team drew inspiration for the new product from other popular "miniatures" in the snack space, such as mini cupcakes, mini pies, cake pops, mini lattes, and other trending treats.

The introduction of Cinnabon BonBites defines the notion of bite-sized happiness. These pop-able, portable bakery treats are approximately 100 calories each, making them ideal for sharing, pairing with a beverage, or for a brief but "oh-so-worth-it" escape.

"BonBites deliver a fun way for our Guests to enjoy the irresistible 'Cinnabon experience' and flavor they crave from our world-famous Classic Roll in just one – or two – perfect bites," said Joe Guith, president of Cinnabon. "Our dedication to innovation and menu variety means providing our Guests with options that enable them to treat themselves more often with sharable, portable size options that are just right for any occasion."

Guests can purchase a 4-count sleeve of Signature Cream Cheese Frosting BonBites for the suggested retail price of \$3.89, or Caramel Pecan BonBites for \$4.39. Guests also have the option to customize a mix-and-match 4-count sleeve of both flavors for \$4.49. The new menu addition is also available in a 24-count, grab-and-go tray – perfect for parties, meetings, or a few moments of joy with friends. The tray can also be customized with mix-and-match flavor varieties (MSRP \$17.99) or filled with just one favorite (Signature Cream Cheese, MSRP \$16.99, Caramel Pecan, MSRP \$18.99).

For more details on these bite-sized treats and to stay connected to all things Cinnabon, follow the brand on [Twitter](#) and [Instagram](#) at @Cinnabon, like it on Facebook at www.facebook.com/Cinnabon, follow on Snapchat at @TheRealCinnabon, or visit Cinnabon.com.

About Cinnabon®

Founded in Seattle in 1985 and now based in Atlanta, Cinnabon LLC, is the market leader among cinnamon roll bakeries. The company serves fresh, aromatic, oven-hot cinnamon rolls, as well as a variety of other baked goods and specialty beverages. Cinnabon® currently operates over 1,200 franchised locations worldwide, primarily in high traffic venues such as shopping malls, airports, train stations, travel plazas, entertainment centers and military establishments. Cinnabon® is also a multi-channel licensor, partnering with other companies to provide over 70 brand licensed products at foodservice and retail venues. Visit www.Cinnabon.com for more information, follow on Twitter [@Cinnabon](#) or become a Facebook fan at www.facebook.com/Cinnabon.

About the New Movie “Storks”

Storks deliver babies...or at least they used to. Now they deliver packages for global internet retail giant Cornerstore.com. Junior, the company’s top delivery stork, is about to be promoted when the Baby Factory is accidentally activated on his watch, producing an adorable – and wholly unauthorized – baby girl. Desperate to deliver this bundle of trouble before the boss gets wise, Junior and his friend Tulip, the only human on Stork Mountain, race to make their first-ever baby drop, in a wild and revealing journey that could make more than one family whole and restore the storks’ true mission in the world.

The animated adventure “Storks” stars Andy Samberg, Katie Crown, Kelsey Grammer, Jennifer Aniston, Ty Burrell, Keegan-Michael Key, Jordan Peele, and Danny Trejo. It was directed by Nicholas Stoller and Doug Sweetland, from a screenplay written by Stoller. “Storks” was produced by Brad Lewis and Nicholas Stoller, with Glenn Ficarra, Phil Lord, Christopher Miller, John Requa and Jared Stern serving as executive producers. It was edited by John Venzon. The music was composed by Mychael Danna and Jeff Danna. From Warner Bros. Pictures and Warner Animation Group, “Storks” is slated for release in 2D, and in 3D in select theaters, on September 23, 2016. Distributed by Warner Bros. Pictures, a Warner Bros. Entertainment Company. Rated PG for mild action and some thematic elements.

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ⁱ National Restaurant Association, “What’s Hot: 2016 Culinary Forecast,” www.restaurant.org/Downloads/PDFs/News-Research/WhatsHot2016

ⁱⁱ Technomic, “Dessert Consumer Trend Report,” https://www.technomic.com/_files/press_release/Desserts.pdf