**A Twinkie Renaissance**

**"Soft-drink sales are slumping, salt is getting tossed from food, and kale is on the menu at McDonald's. And yet the Twinkie, that icon of indulgence, is on a tear," said Craig Giammona in Bloomberg.com. Sales of the iconic cream-filled confections are surging, up 12 percent last year. Part of the popularity can be traced to Hostess' 2012 bankruptcy, which saw Twinkie boxes vanish from stores for nine months. The prolonged absence apparently made nostalgic consumers crave the calorific treat. That's music to the ears of the two private equity firms that bought Hostess for $410 million in 2013. The firms dramatically streamlined operations; today, nearly 95 percent of Twinkies are produced on an automated production line staffed by just 10 employees in Kansas. But the company is banking on the snack's sentimentality-driven popularity, introducing frozen Deep Fried Twinkies and Twinkies ice cream last year. *(The Week magazine, April 7, 2017)***

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