OLD BAY SEASONED GOLDFISH® CRACKERS RETURN FOR A LIMITED TIME

Hear the Goldfish OLD BAY® Love Ballad: a Recreation of Lisa Loeb's "Stay (I Missed You)"

NORWALK, Conn., May 9, 2023 /PRNewswire/ – In thousands of posts and tweets on social, Goldfish and OLD BAY® fans across the country proclaimed their passion for OLD BAY Seasoned Goldfish® crackers last spring. Given the fervent fan requests and praise such as "the greatest snack to ever grace my tongue," OLD BAY Seasoned Goldfish® crackers will return for a limited time at retailers nationwide. Along with bringing back the quick-to-sell-out snack, Goldfish is releasing a reimagined version of a '90s classic hit with artist and champion for broken hearts, Lisa Loeb. Through a recreation of her 1994 hit, "Stay (I Missed You)," Loeb sings the lyrics of impassioned social fans' real tweets and posts to her signature tune with a twist in "Stay (We Missed You OLD BAY Goldfish)" HERE.

"Our fans made it clear—they love this flavor and wanted it back. To us, their praise read like a love song, so we created one featuring actual fan tweets and posts about their passion for OLD BAY Seasoned Goldfish," said Janda Lukin, SVP and Chief Marketing Officer of Campbell Snacks. "I'm excited to say they're back and this time accompanied by the love ballad they deserve."

The limited-time flavor will be available this May wherever Goldfish are sold, for a suggested retail price of $3.69 per 6.6oz bag, while supplies last. Dedicated fans can also visit mccormick.com/goldfish and purchase a 2-pack for $7.38. Fans should move quickly because last year, this limited time offer flavor became one of the fastest-selling new product innovations in brand history and sold out on the McCormick site within hours!

"While there are many ways to enjoy OLD BAY seasoning, one of our favorites is definitely on Goldfish crackers. We are so thrilled to team up with the Goldfish brand once again to reintroduce OLD BAY Seasoned Goldfish crackers to the fans who are just as passionate about the flavor as we are," said Giovanna DiLegge, Vice President of Marketing, NA Consumer at McCormick & Company.

Be sure to tag @GoldfishSmiles and @OLDBAYSeasoning on social media to show us how you're enjoying OLD BAY Seasoned Goldfish.

For more information on Goldfish® crackers, visit https://www.pepperidgefarm.com/product-categories/goldfish-crackers/.

For more information on OLD BAY, visit https://www.mccormick.com/old-bay.

About Pepperidge Farm ®

Pepperidge Farm® is a leading brand of premium quality snacks, fresh bakery products, and frozen foods, founded in 1937, The Pepperidge Farm® brand includes nearly 100 different snacks including over 30 varieties of Goldfish® crackers,65 varieties of cookies, more than 50 types of fresh baked breads and frozen bakery items. As of Fall 2022, all Pepperidge Farm signature paper bags are considered recyclable. For more information, visit www.pepperidgefarm.com or follow Pepperidge Farm on Instagram, Facebook and Twitter.

About OLD BAY®

For more than 75 years, this distinctive blend of 18 herbs and spices has been a time-honored taste. Just as the recipe hasn't changed, neither has the iconic yellow and blue can graphics. Once only enjoyed by a lucky few along the Chesapeake Bay, OLD BAY® Seasoning has gained fans all across the country. Best known as THE seasoning for shrimp, salmon, crab and other seafood dishes, these days, OLD BAY® is used to flavor hamburgers, chicken, pizza, pasta, vegetable dishes and more. For information and recipes, visit WWW.OLDBAY.COM and WWW.FACEBOOK.COM/OLDBAY.

OLD BAY is one of McCormick & Company's (MKC) brands. With over $6 billion in annual sales across 170 countries and territories, McCormick is a global leader in flavor. Founded in 1889 and headquartered in Hunt Valley, Maryland USA, McCormick is guided by our principles and committed to our Purpose – To Stand Together for the Future of Flavor. McCormick envisions A World United by Flavor where healthy, sustainable, and delicious go hand in hand. To learn more, visit www.mccormickcorporation.com or follow McCormick & Company on Twitter, Instagram and LinkedIn.

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