



THE J.M. SMUCKER Co

NEWS RELEASE

# The J.M. Smucker Co. Portfolio Helps Consumers Get into the Fall Spirit

2026-09-25

## Key Takeaways

- The J.M. Smucker Co. portfolio features brands consumers love across coffee, pet, and snacking.
- The portfolio of leading brands has always delivered on the needs and preferences of consumers and continues to do so this fall with new flavors and formats celebrating all things autumn.
- Brands including Hostess® snacks, Milk-Bone® dog treats, and Uncrustables® sandwiches have seasonally inspired offerings, now available.

ORRVILLE, Ohio, Sept. 25, 2026 /PRNewswire/ -- The J.M. Smucker Co. (NYSE: SJM) has established a legacy of nearly 130 years by delivering on the needs of consumers and being there for every occasion. While the fall season officially began on September 22, consumers' celebration of all things' autumn has been in full swing, and the Smucker portfolio is doing its part.

Here are just a few of the fall offerings from Smucker brands.

- **Hostess®**: Fall and Halloween celebrations extend beyond the trick to the treats, which is reflected in the seasonally inspired offerings from the **Hostess®** brand. The lineup is highlighted by Frightfully Frosted **Donettes®** mini donuts featuring the delicious, classic chocolate frosting consumers know and love and an unexpected twist with an orange cake center. This new treat adds to the fun, complementing returning favorites including Spooky Chocolate Cake **Twinkies®** and Pumpkin Spice Flavored **Twinkies®**, Maple Glazed **Donettes®**,

and ScaryCakes Cupcakes as well as Iced Pumpkin Flavored Cupcakes.

- **Milk-Bone®**: The Milk-Bone® brand makes every season special for pet parents and their dogs and it's continuing to deliver meaningful innovations that help consumers celebrate. This year's fall lineup includes a mix of festive flavors and format such as Spooky Biscuits, Soft & Chewy Mini's Graveyard Bones, Dipped Toffee Artificially Flavored Biscuits, **Milk-Bone Dunkin'** Maple Bacon Flavored Biscuits, **MaroSnacks®** Halloween Dog Treats, and Pup-Kin Spice Dog Biscuits.
- **Uncrustables®**: The beloved frozen sandwich, now **fridge friendly** so consumers can skip the thaw time and enjoy it straight from their refrigerator at home, is getting into the season with limited-edition seasonal packaging. The new **Uncrustables®** "fallin' for flavor" graphics adorn the brand's peanut butter and honey spread sandwiches.

For more information on The J.M. Smucker Co. and its family of brands, please visit [jmsmucker.com](http://jmsmucker.com).

## About The J. M. Smucker Co.

At The J.M. Smucker Co., it is our privilege to make food people and pets love by offering a diverse family of brands available across North America. We are proud to lead in the coffee, peanut butter, fruit spreads, frozen handheld, sweet baked goods, dog snacks and cat food categories by offering brands consumers trust for themselves and their families each day including Folgers<sup>®</sup>, Dunkin'<sup>®</sup>, Café Bustelo<sup>®</sup>, Jif<sup>®</sup>, Uncrustables<sup>®</sup>, Smucker's<sup>®</sup>, Hostess<sup>®</sup>, Milk-Bone<sup>®</sup> and Meow Mix<sup>®</sup>. Through our unwavering commitment to producing high quality products, operating responsibly and ethically and delivering on our Purpose, we will continue to grow our business while making a positive impact on society. For more information, please visit [jmsmucker.com](http://jmsmucker.com).

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