

OREO launches space dunk cookies

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OREO brand is releasing a new galaxy-inspired limited-edition cookie and the chance for a fan to join the brand on an expedition where no OREO cookie lover has gone before – to the edge of space!

Oreo has launched a new cookie flavour called Oreo Space Dunk Cookies. These cookies are inspired by galaxies and have layers of blue and pink marshmallow-flavored creme infused with popping candy.

This provides a unique sensation with every bite. Each cookie features one of five galactic embossments and has a small cut-out in the centre, which allows consumers to peek inside the colourful centre. Oreo's brand manager, Lexie Lubov, said that the new launch aims to give fans new and unexpected ways to enjoy their brand and stay playful. Michelle Deignan, VP at Oreo US, added that Oreo cookies are all about transporting fans to a place full of excitement and childlike curiosity.

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