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**THE HERSHEY COMPANY 2016
NEW PRODUCTS FACT SHEET**

COMING SOON – JUNE 2016

Brookside Dark Chocolate Tablet Bars – *Brookside* brand is expanding its portfolio with the introduction of *Brookside* Tablet Bars in three intriguing combinations, including Blueberry Almond with Acai Flavor, Cranberry Almond with Blood Orange Flavor and Mango Coconut Crisp. Enjoy the delicious combination of flavors and textures in a premium bar form. Will be available in 3.17-oz. bars (SRP \$2.89).

COMING SOON – JULY 2016

Reese's Pieces Peanut Butter Cups – *Reese's Pieces* Peanut Butter Cups bring together two *Reese's* brand favorites in one cup, it's the perfect peanut butter cup bursting with delicious *Reese's Pieces* candy in every bite. *Reese's Pieces* Peanut Butter Cups will be available in standard two-cup size 1.5-oz. (SRP \$1.29), and in king two-cup Big Cup™ size 2.8-oz. (SRP \$1.99).

COMING SOON – AUGUST 2016

KRAVE Bars – KRAVE continues to elevate and disrupt the protein snacking experience with the introduction of the KRAVE bar available in four (4) tempting, tasty flavors including Chipotle Cherry Beef, Cranberry Thyme Turkey, Mango Jalapeño Pork and Wild Blueberry BBQ Beef. KRAVE bars are culinary inspired – combining dried fruit and quinoa with either turkey, beef or pork for perfect harmony between sweet and savory. Not to mention they are a good source of protein, all-natural and gluten-free.(SRP \$2.89 / 1.25oz)

NOW AVAILABLE – CONFECTION

Allan Big Foot Original Gummy Candy – *Allan Big Foot* Original Candy is a delicious, fun gummy candy in a unique shape! This new sweet treat is available in a 5-oz. peg bag (SRP \$1.50).

Allan Big Foot Sour Blue Raspberry Gummy Candy – A delicious combination of sour blue raspberry flavor in a fun gummy. *Allan Big Foot* Sour Blue Raspberry flavored Gummy Candy is available in a 5-oz. peg bag (SRP \$1.50).

Allan Bear Bites Gummy Candy – *Allan Bear Bites* Gummy Candies are delicious bite size fruit flavored gummy candies in a playful and fun bear shape. This delightful new treat is available in a 5-oz. peg bag (SRP \$1.50).

Allan Hot Lips™ Sweet Cinnamon Gummy Candy – Pucker up with *Allan* Hot Lips™ Sweet Cinnamon flavored Gummy Candy. In a sweet cinnamon flavor, these playful gummy candies shaped like lips will be available in a 5-oz. peg bag (SRP \$1.50).

Allan Sour Watermelon Slices™ Gummy Candy – Sour with a touch of sweet, *Allan* Sour Watermelon Slices™ Gummy Candies are sure to be a hit all year around! The watermelon-flavored and shaped gummy candies is available in a 5-oz. peg bag (SRP \$1.50).

Allan Wormies Gummy Candy - Playful and tasty, *Allan Wormies* Gummy Candies are fruit flavored. The worm-shaped gummy candy is available in a 5-oz. peg bag (SRP \$1.50).

Allan Sour Wormies Gummy Candy – *Allan Sour Wormies* Gummy Candies combine sour fruit flavors in a fun, worm-shaped gummy candy. The sour gummy candy is available in a 5-oz. peg bag (SRP \$1.50).

Hershey's Birthday Candies – The products you know and love are now dressed for the party! From *Kit Kat*® Miniatures to *Reese's* Peanut Butter Cup Miniatures to iconic *Kisses* Chocolates, your favorite Hershey products now make the big day even sweeter. All flavors and colors are available in a range of sizes to fit the celebration – a 7-oz. peg bag (SRP \$3.49), a 10-11 oz. laydown bag (SRP \$4.29), and a 48-oz. stand up bag (SRP \$9.29).

Hershey's Simply 5 Syrup – *Hershey's Simply 5* Syrup is a sweet and simple take on the *Hershey's* classic. Made with only 5 simple ingredients, Cane Sugar, Organic Invert Cane Syrup, Water, Cocoa and Natural Vanilla Flavor, *Hershey's Simply 5* Syrup is sure to be a family favorite. It is non- GMO and gluten free. *Hershey's Simply 5* Syrup is available nationally in a 21.8-oz. bottle (SRP \$3.29).

Hershey's Mixers – *Hershey's* Mixers are ice cream toppings made from your favorite *Hershey's* candies. Three varieties, *Reese's Pieces* candy + *Hershey's* Milk Chocolate, Chopped *Hershey's* Cookies 'n' Creme + *Hershey's* Milk Chocolate Drops, and Mini *Hershey's Kisses* chocolates, are available in a 3-oz. pouch (SRP \$2.29).

Kit Kat® Big Kat™ Bar – The same *Kit Kat*® treat consumers know and love – only bigger and crispier! *Kit Kat*® Big Kat™ Bar features five layers of wafers and just the right amount of smooth milk chocolate. This new treat is available in a 1.5-oz. standard bar (SRP \$0.92) and a 3-oz. king bar (SRP \$1.56).

Lancaster Soft Crèmes™ – The latest editions to the *Lancaster* family. These new flavor varieties bring back the art of caramel making by beginning with smooth, sweet and condensed milk, slowly crafted into a buttery rich, specially wrapped piece. Two varieties, Sea Salt and Coffee are now available in a 4-oz. bag (SRP \$2.29) and an 8-oz. bag (SRP \$3.89).

Ice Breakers Cool Blasts Chews, Wintergreen – *Ice Breakers Cool Blasts Chews* provide an icy cool blast of freshness in a quick-dissolving chew. *Ice Breakers Cool Blasts Chews* is now available in a new wintergreen flavor in a 0.8-oz. innovative slide pack (SRP \$2.09).

NOW AVAILABLE – PREMIUM AND ARTISAN

Cadbury Premium Chocolate Pouches – *Cadbury* chocolate's latest launch is a line of four premium pouches with individually wrapped tasting squares. The *Cadbury Dairy Milk™* Fruit & Nut pieces are made with signature creamy *Cadbury Dairy Milk™* chocolate, almonds and raisins. The *Cadbury Royal Dark Salted Caramel* flavor has the perfect balance of *Cadbury Royal Dark* chocolate filled with decadent caramel with a hint of sea salt. Also available in a delicious *Cadbury Dairy Milk™* English Toffee and Royal Dark Creamy Mint. The *Cadbury Dairy Milk™* Fruit & Nut and English Toffee are available in 5.4-oz. pouches (SRP \$4.19). The *Cadbury Royal Dark™* Sea Salt Caramel and Creamy Mint are available in 5.5-oz. pouches (SRP \$4.19).

Scharffen Berger 72% Cacao Dark Chocolate with Raspberries and Sea Salted Almonds – As with all *Scharffen Berger* Chocolate, the new chocolate bar is made with cacao from Rainforest Alliance Certified™ farms. The raspberry and almond bar combines smooth, mellow dark chocolate with tart red raspberries and the satisfying crunch of lightly salted, chopped almonds. This new variety is available in a 3-oz. (SRP \$3.99) and a 1-oz. bar (SRP \$1.99).

Scharffen Berger 33% Cacao Smooth Coconut Macadamia – Blends the intense notes of caramel and molasses in luscious milk chocolate with toasted coconut and chopped macadamia nuts. As with all *Scharffen Berger* chocolate, the new artisanal chocolate bar is made with cacao from Rainforest Alliance Certified™ farms. This new variety is available in a 3-oz. (SRP \$3.99) and a 1-oz. bar (SRP \$1.99).

Dagoba 59% Cacao Orange – Includes orange essence, bits of organic orange and our 59 percent dark chocolate to deliver a delightful citrus sensation that unfolds on the tongue. As with all *Dagoba* chocolates, the new artisanal chocolate bar is made from cacao from Rainforest Alliance Certified™ farms. This new variety is available in a 2.83-oz. (SRP \$3.49) and a 2-oz. bar (SRP \$2.99).

Dagoba 68% Lemonberry Zest Chocolate Bar – Contains blueberries, lemon and crystalized ginger with 68 percent dark chocolate to refresh your taste buds and renew your spirit. As with all *Dagoba* chocolates, the new artisanal chocolate bar is made with cacao from Rainforest Alliance Certified™ farms. This new variety is available in a 2.83-oz. (SRP \$3.49) and a 2-oz. bar (SRP \$2.99).

NOW AVAILABLE – SNACKS

Brookside Yogurt Flavored Fruit & Nut Bar – *Brookside* Yogurt Flavored Fruit & Nut Bars make snack time extraordinarily delicious. Non-GMO, gluten-free, and no artificial flavors. Just real fruit with natural flavors, nuts, and seeds, accented with a delightful yogurt-flavored cream. Three varieties, Cranberry Blueberry with Citrus Flavor, Mango Pineapple and Vanilla Fig, are available in a 1.4-oz. bar (SRP \$1.99).

Brookside Dark Chocolate Fruit & Nut Bars – *Brookside* Dark Chocolate Fruit & Nut Bars are extraordinarily delicious snack bars made with real fruit, whole roasted almonds and signature *Brookside* dark chocolate. All three varieties, *Brookside* Fruit & Nut Cranberry with Blackberry Flavor and *Brookside* Fruit & Nut Cherry with Pomegranate Flavor, *Brookside* Fruit & Nut Blueberry with Acai Flavor are available in a 1.4-oz. bar (SRP \$1.99).

Hershey's, Payday and Mr. Goodbar Snack Bites – New *Hershey's* Snack Bites deliver an exciting snack experience by combining delicious nuts and *Hershey's* iconic confection brands. These tasty snacks are packed with crunchy nuts in every bite! All three varieties – *Hershey's* Milk Chocolate with Almonds Snack Bites, *Payday* Snack Bites and *Mr. Goodbar* Snack Bites – are available in a portion-controlled, 2.5-oz. tube pack (SRP \$1.99), perfect for on-the-go snacking.

Hershey's and Reese's Snack Mixes – Snack Mixes from Hershey provide a delicious combination of sweet, salty, crunchy and creamy. *Hershey's* Snack Mix is packed with almonds, pretzels, and *Hershey's* Milk Chocolate. *Reese's* Snack Mix combines salty, crunchy peanuts and pretzels with *Reese's Pieces* Candy and *Reese's*. Available now in 2.0-oz. tube pack (SRP \$1.99), perfect for on-the-go snacking.