

Use Hershey's Holiday POS to drive impactful Merchandising

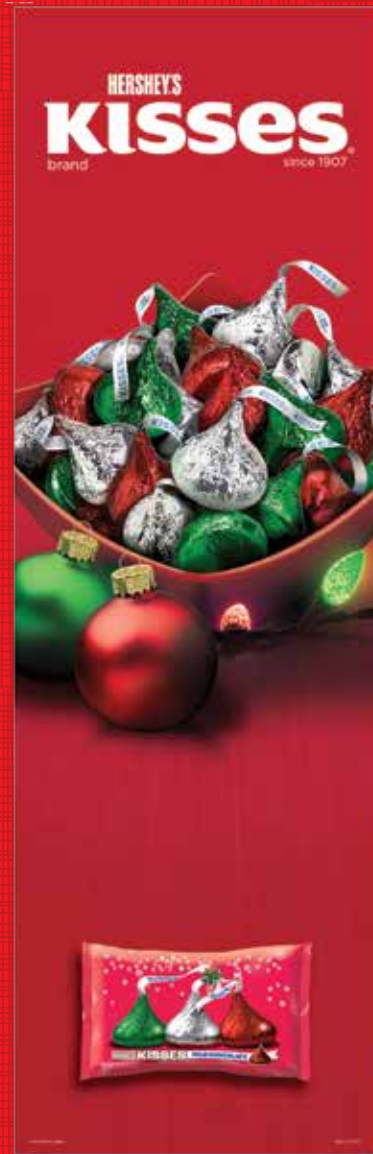
POS available through Hershey's Retail Team



HOLIDAY 2015



D88515
HERSHEY'S HOLIDAY 4-TIER
DISPLAY
(Product Not Included)



D88516
HERSHEY'S HOLIDAY
2-SIDED STANDEE



Trip Missions Drive Holiday Sales¹

Showing Affection

- 27% of missions
- Gift or stocking stuffer for family or close friends



Treat for Me

- 24% of missions
- Personal treat for now - or later



Sharing at Home

- 20% of missions
- On-hand for consumption throughout the Holiday



Entertaining

- 15% of missions
- Holiday Parties at home or elsewhere



Ingredients

- 9% of missions
- Candy for Holiday Baking, Crafting or Decorating



Showing Appreciation

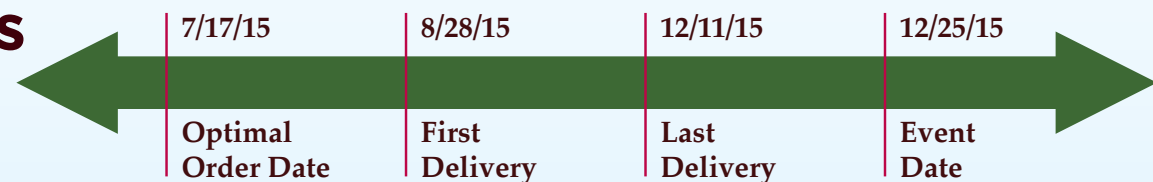
- 5% of missions
- Thank you for colleague or acquaintance



Why Hershey?

- Sharing at Home and Showing Affection trip missions account for almost 50% of all Holiday sales¹
- Hershey has 11 of the Top 15 Holiday CPC items²
- HERSHEY'S KISSES Brand Chocolates are a "quintessential" part of Christmas activities³
- HERSHEY'S KISSES Brand is #1 for Sharing at Home and Ingredient Missions, and #2 for Showing Affection, Showing Appreciation and Entertaining Missions¹

Key Dates



New Hershey Items

Candy Dish



ITEM NO. 34000-22666
24CT. DRC
KIT KAT® DARK CHOCOLATE MINT MINIATURES 10 OZ.



ITEM NO. 34000-22667
12CT. RSC
KIT KAT® DARK CHOCOLATE MINT MINIATURES 8 OZ.

ITEM NO. 34000-18406
24CT. DRC
HERSHEY'S PEPPERMINT BARK BELLS 9 OZ.

Stocking Stuffers



ITEM NO. 34000-72407
8/24CT. TRAY
ICE BREAKERS CANDY CANE MINTS 1.5 OZ.



ITEM NO. 10700-15707
18CT. DRT
JOLLY RANCHER LOLLIPOPS 9.2 OZ.

KISSES DELUXE Portfolio

See page 18 or KISSES DELUXE Brochure



Merchandising

Gifting



ITEM NO. 34000-78200
84CT.
HERSHEY'S GIFT CARDS / 1# MOD

Baking



ITEM NO. COMING SOON
192CT.
HERSHEY'S AND GENERAL MILLS PEANUT BUTTER BLOSSOMS BAKING MOD

Stocking Stuffers



ITEM NO. 34000-99045
600CT.
HERSHEY-ETS AND REESE'S PIECES CANDY ASSORTED CANE MOD



ITEM NO. 34000-72408
96CT.
ICE BREAKERS ASSORTED MINTS SHIPPER

Comprehensive Consumer Support

Dedicated TV Advertising



National FSIs Holiday CPC and Gifting



Website and Seasonal eNewsletter



*All graphics & schedules subject to change

*Coupon values to be announced

¹ Hershey Seasonal Demand Landscape Refresh 2012; ² Nielsen, xAOC, Holiday 2013; ³ Theory Research Holiday Mind Modeling, 2011-2012.



GREETINGS ARE SWEETER WITH KISSES CHOCOLATES!

USAGE OCCASIONS

CANDY DISH:
43.3%
SHARE¹

- For sharing with family and friends²
- Colored foils are important
- Consumption is related to the amount of entertaining in the household



ITEM NO. 34000-12097
36CT. DRC
HERSHEY'S KISSES BRAND
MILK CHOCOLATES RED/GREEN/
SILVER FOILS 11 OZ.



BAG UPC



ITEM NO. 34000-12140
36CT. DRC
HERSHEY'S KISSES BRAND
MILK CHOCOLATES BLUE/SILVER
FOILS 11 OZ.



BAG UPC



ITEM NO. 34000-13278
36CT. DRC
HERSHEY'S KISSES BRAND
MILK CHOCOLATES WITH
ALMONDS 10 OZ.



BAG UPC



ITEM NO. 34000-12087
36CT. DRC
HERSHEY'S KISSES BRAND
SPECIAL DARK DARK
CHOCOLATES 11 OZ.



BAG UPC



ITEM NO. 34000-12093
36CT. DRC
HERSHEY'S KISSES BRAND CANDY
CANE MINT CANDIES 10 OZ.



BAG UPC



ITEM NO. 34000-12994
36CT. DRC
HERSHEY'S KISSES BRAND MILK
CHOCOLATES FILLED WITH
CHERRY CORDIAL CRÈME 10 OZ.



BAG UPC



ITEM NO. 34000-12990
36CT. DRC
HERSHEY'S KISSES BRAND DARK
CHOCOLATES FILLED WITH MINT
TRUFFLE 10 OZ.



BAG UPC



ITEM NO. 34000-12987
36CT. DRC
HERSHEY'S KISSES BRAND
MILK CHOCOLATES FILLED WITH
CARAMEL 10 OZ.



BAG UPC



ITEM NO. 34000-11013
36CT. DRC
HERSHEY'S HUGS CANDIES
11 OZ.



BAG UPC



Packaged Candy 10-11 oz.

Packaged Candy 10-11 oz.



RING IN THE HOLIDAYS WITH THESE FAVORITES!

Packaged Candy 10-11 oz.



ITEM NO. 34000-45011
 36CT. DRC
REESE'S PEANUT BUTTER CUP MINIATURES 11 OZ.
 0 34000 45012 1
 BAG UPC



ITEM NO. 34000-47921
 36CT. DRC
REESE'S PEANUT BUTTER BELLS 10 OZ.
 0 34000 47922 1
 BAG UPC



ITEM NO. 34000-47806
 24CT. DRC
REESE'S PEANUT BUTTER TREES 10.8 OZ.
 0 34000 47805 7
 BAG UPC



ITEM NO. 34000-18406
 24CT. DRC
HERSHEY'S PEPPERMINT BARK BELLS 9 OZ.
 0 34000 18405 7
 BAG UPC



ITEM NO. 34000-21037
 36CT. DRC
HERSHEY'S MINIATURES ASSORTMENT 11 OZ.
 0 34000 21038 1
 BAG UPC



ITEM NO. 34000-18402
 36CT. DRC
HERSHEY'S EXTRA CREAMY SOLID MILK CHOCOLATE BELLS 10 OZ.
 0 34000 18403 3
 BAG UPC



Packaged Candy 9-11 oz.



SEASONAL FOILS AND FLAVORS FOR A FESTIVE CANDY BOWL!

Packaged Candy 10-11 oz.

Packaged Candy 10 oz.



NEW

ITEM NO. 34000-22666
24CT. DRC
KIT KAT® DARK CHOCOLATE
MINT MINIATURES 10 OZ.



BAG UPC



ITEM NO. 34000-22550
24CT. DRC
KIT KAT® HOLIDAY MINIATURES
10 OZ.



BAG UPC



ITEM NO. 34000-38820
36CT. DRC
ROLO® HOLIDAY CANDIES 11 OZ.



BAG UPC



ITEM NO. 34000-02876
28CT. DRC
YORK PEPPERMINT PATTIE
MINIATURES 11 OZ.



BAG UPC



ITEM NO. 34000-03395
36CT. DRC
HERSHEY'S NUGGETS
MILK CHOCOLATE CANDIES
10 OZ.



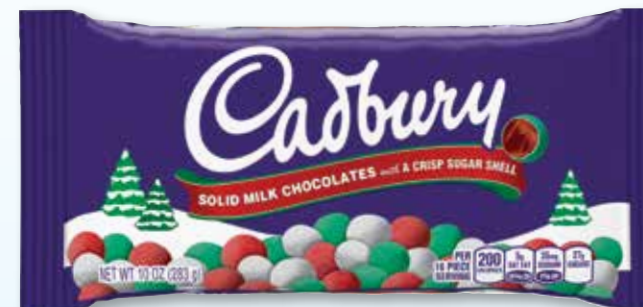
BAG UPC



ITEM NO. 34000-02945
24CT. DRC
HERSHEY'S NUGGETS
COOKIES 'N' MINT CANDIES
10 OZ.



BAG UPC



ITEM NO. 34000-05637
36CT. DRC
CADBURY CANDY COATED
SOLID MILK CHOCOLATES
10 OZ.



BAG UPC



HOLIDAY WISHES COME TRUE WITH HERSHEY'S CHOCOLATES!

Packaged Candy 8.0 - 8.5 oz.



ITEM NO. 34000-12116
12CT. RSC
HERSHEY'S KISSES BRAND
MILK CHOCOLATES RED/GREEN/SILVER
FOILS 8.5 OZ.



BAG UPC



ITEM NO. 34000-13357
12CT. RSC
HERSHEY'S KISSES BRAND MILK
CHOCOLATES WITH ALMONDS 8 OZ.



BAG UPC



ITEM NO. 34000-12091
12CT. RSC
HERSHEY'S KISSES BRAND
SPECIAL DARK DARK CHOCOLATES
8.5 OZ.



BAG UPC



ITEM NO. 34000-12092
12CT. RSC
HERSHEY'S KISSES BRAND CANDY
CANE MINT CANDIES 8 OZ.



BAG UPC



ITEM NO. 34000-12989
12CT. RSC
HERSHEY'S KISSES BRAND
DARK CHOCOLATES FILLED WITH MINT
TRUFFLE 8 OZ.



BAG UPC



ITEM NO. 34000-22667
12CT. RSC
KIT KAT® DARK CHOCOLATE MINT
MINIATURES 8 OZ.



BAG UPC



ITEM NO. 34000-45013
12CT. RSC
REESE'S PEANUT BUTTER CUP MINIATURES
8.5 OZ.



BAG UPC



ITEM NO. 34000-47923
12CT. RSC
REESE'S PEANUT BUTTER BELLS 8 OZ.



BAG UPC



ITEM NO. 34000-47807
12CT. RSC
REESE'S PEANUT BUTTER TREES
7.8 OZ.



BAG UPC



ITEM NO. 34000-02871
12CT. RSC
YORK PEPPERMINT PATTIE MINIATURES
8.5 OZ.



BAG UPC

Packaged Candy 7.8 - 8.5 oz.



WONDERFUL TREATS FOR A WONDERFUL TIME OF THE YEAR!

Packaged Candy 8.0 - 8.5 oz.



ITEM NO. 34000-21039
12CT. RSC
HERSHEY'S MINIATURES ASSORTMENT
8.5 OZ.



BAG UPC



ITEM NO. 34000-02946
12CT. RSC
HERSHEY'S NUGGETS COOKIES 'N' MINT
CANDIES 8 OZ.



BAG UPC



ITEM NO. 34000-38822
12CT. RSC
ROLO® HOLIDAY CANDIES 8.5 OZ.



BAG UPC



ITEM NO. 34000-05639
12CT. RSC
CADBURY CANDY COATED SOLID
MILK CHOCOLATES 8 OZ.



BAG UPC



ITEM NO. 34000-23865
24CT. DRC
HOLIDAY STOCKING STUFFER
SHAPES SNACK SIZE BAG
18.6 OZ.



BAG UPC



ITEM NO. 34000-23864
20CT. DRC
HOLIDAY STOCKING STUFFER
SHAPES SNACK SIZE BAG
23.1 OZ.



BAG UPC



ITEM NO. 34000-23855
20CT. DRC
HOLIDAY CANDY DISH
ASSORTMENT BAG
21 OZ.



BAG UPC



Assorted Candy 18.6 - 23.1 oz.



BIG AND FESTIVE HOLIDAY TREATS!

Packaged Candy 17.8 - 18.5 oz.



ITEM NO. 34000-12085
24CT. DRC
HERSHEY'S KISSES BRAND MILK CHOCOLATES RED/GREEN/SILVER FOILS 18.5 OZ.



ITEM NO. 34000-12143
24CT. DRC
HERSHEY'S KISSES BRAND CANDY CANE MINT CANDIES 17.8 OZ.



ITEM NO. 34000-45014
24CT. DRC
REESE'S PEANUT BUTTER CUP MINIATURES 18.5 OZ.



ITEM NO. 34000-21043
24CT. DRC
HERSHEY'S MINIATURES ASSORTMENT 18.5 OZ.



ITEM NO. 34000-02873
24CT. DRC
YORK PEPPERMINT PATTIE MINIATURES 18.5 OZ.



ITEM NO. 34000-38808
24CT. DRC
ROLO HOLIDAY CANDIES 18.5 OZ.



ITEM NO. 34000-12148
12CT. DRC
HERSHEY'S KISSES BRAND MILK CHOCOLATES RED/GREEN/SILVER FOILS 36 OZ.



ITEM NO. 34000-16174
12CT. DRC
HERSHEY'S KISSES BRAND CANDY CANE MINT CANDIES 33 OZ.



ITEM NO. 34000-44936
12CT. DRC
REESE'S PEANUT BUTTER CUP MINIATURES 36 OZ.



ITEM NO. 34000-38830
12CT. DRC
ROLO HOLIDAY CANDIES 36 OZ.



Packaged Candy 33 - 36 oz.



DELICIOUSLY DELIGHTFUL GIFTING

REESE'S Peanut Butter Cups 1 LB. is the #1 Novelty Item and #3 Overall Holiday Item¹



ITEM NO. 34000-43009
6CT. DRT
REESE'S PEANUT BUTTER CUPS
1 LB.



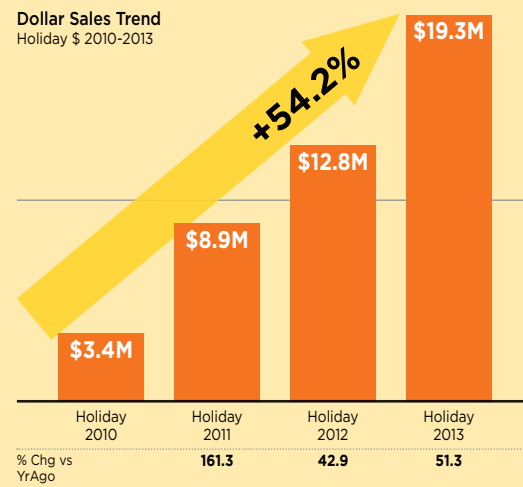
ITEM UPC



ITEM NO. 34000-43058
36CT.
REESE'S PEANUT BUTTER CUPS
1 LB. SHIPPER DISPLAY

Setup Dimensions: 20.5"W x 20"D x 57"H

REESE'S Peanut Butter Cups 1 LB. has grown 54.2% CAGR since 2010²



ITEM NO. 34000-36304
6CT. DRT
HERSHEY'S SOLID MILK
CHOCOLATE BAR 1 LB.



ITEM UPC



ITEM NO. 34000-03038
6CT. DRT
YORK PEPPERMINT PATTIES
1 LB.



ITEM UPC



Gift Card Purchasers Favor Seasonal Candy³



- 72% of gift card purchasers also buy seasonal candy³
- 78% of consumers expect to find gift cards at the front end check-out⁴
- Leverage growing Gift Card sales and impulse-appeal of candy to provide consumers with convenient solution centers at the check-out

ITEM NO. 34000-78200

84CT.
HERSHEY'S GIFT CARDS / 1# MOD

- 36 REESE'S Peanut Butter Cups 1 LB.
- 36 HERSHEY'S Solid Milk Chocolate Bar 1 LB.
- 12 YORK Peppermint Patties 1 LB.

Setup Dimensions: 24.75"W x 20.75"D x 61"H (with riser)

Big Novelty Items are a growing packtype during Holiday¹



ITEM NO. 34000-36307
4CT. DRT
HERSHEY'S SOLID MILK
CHOCOLATE BAR 5 LB.



ITEM UPC



ITEM NO. 34000-02505
12CT. RSC
GIANT HERSHEY'S KISSES
BRAND MILK CHOCOLATE 7 OZ.



ITEM UPC



¹ Nielsen, xAOC+C, Holiday 2013; ² Holiday Pivot - Nielsen, xAOC+C

³ Hershey Holiday Landscape 2014 Gift Card Purchaser Deep Dive; ⁴ MROC Study, December-January 2014.



A JOY TO GIVE. A GIFT TO ENJOY.

NEW *KISSES DELUXE* Chocolates



ITEM NO. 34000-15744
24CT. DRT
KISSES DELUXE CHOCOLATES
0.9 OZ. 3PC SUB



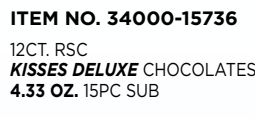
BAG UPC

ITEM NO. 34000-15730
6/12CT.
KISSES DELUXE CHOCOLATES
1.2 OZ. 4PC



ITEM UPC

ITEM NO. 34000-15738
12CT. DRT
KISSES DELUXE CHOCOLATES
4.33 OZ. 15PC SUB



BAG UPC

ITEM NO. 34000-15734
9CT. DRT
KISSES DELUXE CHOCOLATES
10.1 OZ. 35PC ACRYLIC GIFT BOX



ITEM UPC

ITEM NO. 34000-15736
12CT. RSC
KISSES DELUXE CHOCOLATES
4.33 OZ. 15PC SUB



BAG UPC



ITEM NO. 34000-15733
96CT.
KISSES DELUXE CHOCOLATES
1.2 OZ. 2-IN-1 POWER WING/
SHIPPER
Setup Dimensions:
14"W x 16"D x 50"H



ITEM NO. 34000-15732
48CT.
KISSES DELUXE CHOCOLATES 1.2 OZ.
POWER WING
Setup Dimensions:
14"W x 3.625"D x 20.125"H



ITEM NO. 34000-15737
64CT.
KISSES DELUXE CHOCOLATES 4.33 OZ.
SHIPPER
Setup Dimensions:
16.75"W x 15.75"D x 47"H



ITEM NO. 34000-15742
96CT.
KISSES DELUXE CHOCOLATES ASSORTED
MOD
72 *KISSES DELUXE* CHOCOLATES 4.33 oz.
24 *KISSES DELUXE* CHOCOLATES 10.1 oz.
Setup Dimensions:
22.5"W x 19"D x 70"H



ITEM NO. 34000-15741
24CT.
KISSES DELUXE CHOCOLATES
10.1 OZ. SHIPPER
Setup Dimensions:
11.5"W x 19"D x 62"H

USAGE OCCASIONS



- Special gifts for family and loved ones¹
- Casual gifts for friends and acquaintances (i.e. teachers, co-workers)
- Packaged Candy may be included as part of a personalized gift

Premium Collection



ITEM NO. 34000-01910
6CT. RSC
HERSHEY'S POT OF GOLD
PREMIUM COLLECTION
10 OZ.



ITEM UPC

Pecan Caramel Clusters



ITEM NO. 34000-01912
6CT. RSC
HERSHEY'S POT OF GOLD
PECAN CARAMEL CLUSTERS
8.7 OZ.



ITEM UPC

Caramel Collection



ITEM NO. 34000-01911
6CT. RSC
HERSHEY'S POT OF GOLD
CARAMEL COLLECTION
10 OZ.



ITEM UPC

Nuts Collection



ITEM NO. 34000-01913
6CT. RSC
HERSHEY'S POT OF GOLD
NUTS COLLECTION
8.7 OZ.



ITEM UPC

Milk Chocolate Collection



ITEM NO. 34000-01914
6CT. RSC
HERSHEY'S POT OF GOLD
MILK CHOCOLATE
COLLECTION 10 OZ.



ITEM UPC

Gifts

See page 27 for merchandising

CELEBRATE WITH FESTIVE CANES

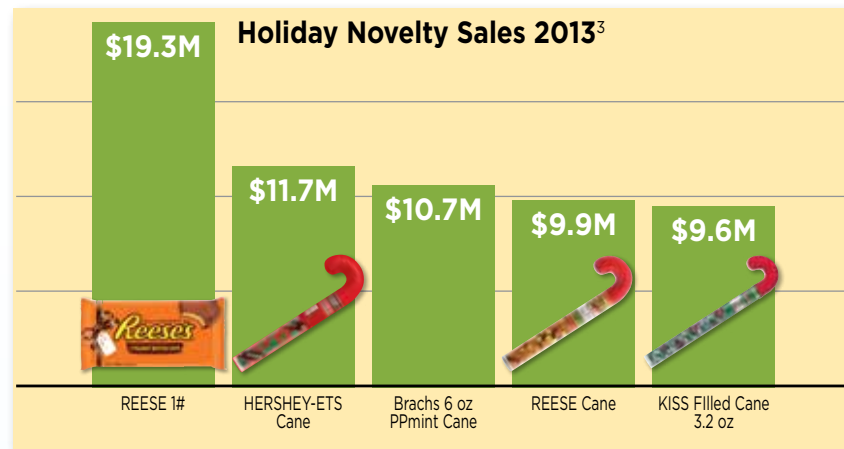
USAGE OCCASIONS

STOCKING STUFFERS:
27.2%
SHARE¹

- Candy is a key stocking stuffer²
- Carefully chosen to reflect the tastes of the recipient
- Brand is an important consideration



Hershey is #1 in Novelty and has 4 of the top 5 items³



- 52% of Stocking Stuffer volume occurs before Dec 15th³
- Hershey's drove 75% of all filled cane sales³

Hershey's NEW Canes mod provides a solution for displaying Novelty during the season



NEW



ITEM NO. 34000-10971
48CT. DRC
HERSHEY-ETS CANE 1.40 OZ.



ITEM UPC



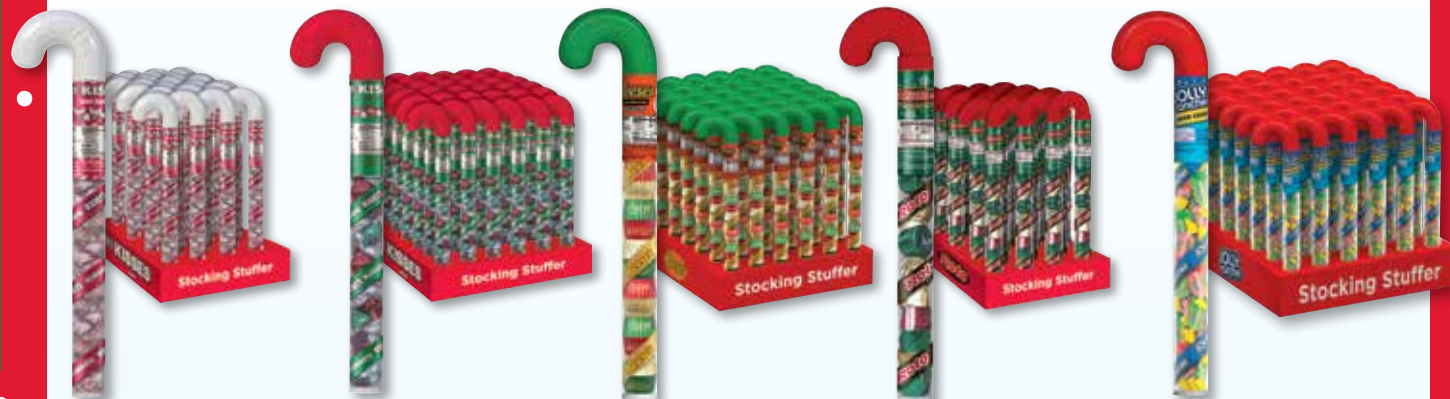
ITEM NO. 34000-99045
60OCT.
ASSORTED CANE MOD
420 **HERSHEY-ETS** Cane
1.40 oz.
180 **REESE'S PIECES**
Cane 1.40 oz.

Setup Dimensions:
23.5"W x 19.5"D x 53"H

ITEM NO. 34000-11515
48CT. DRC
REESE'S PIECES CANE 1.40 OZ.



ITEM UPC



ITEM NO. 34000-13069
24CT. DRC
HERSHEY'S KISSES BRAND
CANDY CANE MINT CANDIES
CANE
2.72 OZ.



ITEM UPC

ITEM NO. 34000-13381
36CT. DRC
ITEM NO. 34000-13382
12CT. DRC
HERSHEY'S KISSES BRAND
MILK CHOCOLATES CANE
2.88 OZ.



ITEM UPC

ITEM NO. 34000-44117
36CT. DRC
ITEM NO. 34000-44118
12CT. DRC
REESE'S PEANUT BUTTER CUP
MINIATURES CANE
2.79 OZ.



ITEM UPC

ITEM NO. 34000-38832
24CT. DRC
ROLO CANE
2.94 OZ.



ITEM UPC

ITEM NO. 10700-13013
36CT. DRC
JOLLY RANCHER CANE
2.94 OZ.



ITEM UPC



ITEM NO. 34000-00387
24CT. DRC
HERSHEY'S CHOCOLATE
MINT CANDY CANES
6.3 OZ.



ITEM UPC



ITEM NO. 10700-10541
24CT. DRC
JOLLY RANCHER
CANDY CANES CHERRY,
GREEN APPLE AND BLUE
RASPBERRY FLAVORS
6.3 OZ.



ITEM UPC

GIFTS FOR EVERYONE'S STOCKINGS!

ITEM NO. 10700-15707

18CT. DRT
JOLLY RANCHER TREE
SHAPED LOLLIPOPS
9.2 OZ.



ITEM UPC



NEW

ITEM NO. 34000-17015

24CT. DRT
HERSHEY'S MILK CHOCOLATE
SNOWMAN BAR 3.5 OZ.



ITEM UPC



ITEM NO. 34000-01382

24CT. DRT
HERSHEY'S CANDY CANE
LARGE BAR MINT CANDY
WITH CANDY BITS 3.5 OZ.



ITEM UPC



ITEM NO. 34000-23933

24CT. DRT
HERSHEY'S COOKIES 'N' CREME
NUTCRACKER BAR 3.5 OZ.



ITEM UPC



ITEM NO. 10700-02471

3/15CT. DRT
WHOPPERS CHRISTMAS
VILLAGE MINI CARTON
3.5 OZ.



DRT UPC



ITEM UPC



ITEM NO. 34000-66637

12CT. DRT
REESE'S PEANUT BUTTER
SNOWMAN 5 OZ.



ITEM UPC



ITEM NO. 34000-47302

36CT. DRC

ITEM NO. 34000-47303

24CT. RSC
REESE'S PEANUT BUTTER TREES
6-PACK 7.2 OZ.



ITEM UPC



ITEM NO. 34000-22747

36CT. DRC
HERSHEY'S MILK CHOCOLATE
SANTAS 6-PACK 7.2 OZ.



ITEM UPC



ITEM NO. 34000-24675

24CT. DRC
KIT KAT® HOLIDAY BARS
6-PACK 9.3 OZ.



ITEM UPC



PELON PELO RICO

Celebrate Posadas with the #1 growing brand in spicy Latin Candy*

Posadas are an important part of Mexican Christmas celebrations and candy plays a central role



ITEM NO. 19886-15243

18CT. RSC
PELON PELONETA TAMARIND
WITH MANGO FLAVORED
LOLLIPOP BAG 14.6 OZ.



BAG UPC



ITEM NO. 19886-21022

24CT. RSC
PELON MINI TAMARIND
FLAVORED SOFT CANDY
6.24 OZ.



BAG UPC



SAVE
on
PELON PELO RICO
Coupon Pad



ITEM NO. 19886-45000

8CT. DRC
JOLLY RANCHER HARD CANDY &
PELON PELO RICO CANDY 150PC.
ASSORTMENT BAG 31.27 OZ.



BAG UPC



4-SHELF UNIT

ITEM NO. D88536

HEADER CARD

ITEM NO. 21 06 447

IRC COUPON PAD

ITEM NO. 21 15 490



Stocking Stuffers

6-Packs

Hispanic Items

SPLENDID STOCKING STUFFERS!

USAGE OCCASIONS

IMMEDIATE CONSUMPTION:
20.2%
SHARE¹

- Eaten shortly after purchase for personal enjoyment²
- May also be included in stockings and gifts



NEW MIX



ITEM NO. 34000-47369
6/24CT. RSC
REESE'S PEANUT BUTTER TREES KING SIZE 2.4 OZ.



ITEM NO. 34000-99037

ASSORTED STOCKING STUFFER 492CT. WHEELED MODULE

- 168 REESE'S Peanut Butter Trees King Size, 2.4 oz.
- 96 HERSHEY'S Milk Chocolate Snowman Bars, 3.5 oz.
- 96 HERSHEY'S Candy Cane Large Bar Mint Candy with Candy Bits, 3.5 oz.
- 72 HERSHEY'S KISSES Brand Solid Milk Chocolate, 1.45 oz.
- 60 TWIZZLERS PULL 'N' PEEL Candy Red, Green and White King Size, 4.2 oz.

Setup Dimensions: 23.75"W x 19.25"D x 59.50"H

NEW



ITEM NO. 34000-02570
36CT. DRT
HERSHEY'S KISSES BRAND SOLID MILK CHOCOLATE 1.45 OZ.



ITEM UPC
Expands to
0 34000 00258 0



ITEM UPC



BOX UPC

ITEM NO. 34000-72407
8/24CT. TRAY
ICE BREAKERS CANDY CANE MINTS 1.5 OZ.



ITEM UPC
Expands to 0 34000 00737 0



BOX UPC

ITEM NO. 34000-72408

96CT.
ICE BREAKERS ASSORTED MINTS SHIPPER
• 48 ICE BREAKERS Candy Cane Mints, 1.5 oz.
• 24 ICE BREAKERS COOLMINT Mints, 1.5 oz.
• 24 ICE BREAKERS Wintergreen Mints, 1.5 oz.

Setup Dimensions:
13.5"W x 13.75"D x 54"H



ITEM NO. 34000-98854

REESE'S TREES AND HERSHEY'S CANDY CANE BAR HOLIDAY 144CT. 2-IN-1 COUNTER UNIT/POWER WING

- 96 REESE'S Peanut Butter Trees, 1.2 oz.
- 48 HERSHEY'S Candy Cane Standard Bars Mint Candy with Candy Bits, 1.55 oz.



ITEM NO. 34000-98851

KIT KAT® HOLIDAY BARS AND REESE'S TREES HOLIDAY 144CT. 2-IN-1 COUNTER UNIT/POWER WING

- 72 REESE'S Peanut Butter Trees, 1.2 oz.
- 72 KIT KAT® Holiday Bars, 1.55 oz.



KIT KAT® HOLIDAY BAR 1.55 OZ.



ITEM UPC
This item is available only in power wing #34000-98851



ITEM NO. 34000-47327

6/36CT. RSC
REESE'S PEANUT BUTTER TREE 1.2 OZ.



ITEM UPC
Expands to
0 34000 00473 7



BOX UPC



ITEM NO. 34000-22767

6/36CT. RSC
HERSHEY'S MILK CHOCOLATE SANTA 1.2 OZ.



ITEM UPC
Expands to
0 34000 00727 1



BOX UPC



ITEM NO. 34000-01380

24CT. RSC
HERSHEY'S CANDY CANE STANDARD BAR MINT CANDY WITH CANDY BITS 1.55 OZ.



ITEM UPC



BOX UPC

ITEM NO. 34000-98880

264CT. **HERSHEY'S HOLIDAY ASSORTED STANDARD SIZE SHIPPER**

- 180 REESE'S Peanut Butter Trees, 1.2 oz.
- 48 HERSHEY'S Candy Cane Standard Bars Mint Candy with Candy Bits, 1.55 oz.
- 36 HERSHEY'S Milk Chocolate Santas, 1.2 oz.

Setup Dimensions: 15"W x 19"D x 50"H

Immediate Consumption

Immediate Consumption



HOLIDAY HAPPINESS FOR THE WHOLE FAMILY!

Packaged Candy Display Modules

Packaged Candy & Gifting Display Modules

NEW



ITEM NO. COMING SOON
192CT. **HERSHEY'S** AND GENERAL MILLS PEANUT BUTTER BLOSSOMS BAKING MODULE

- 72 Bags of HERSHEY'S KISSES Brand Milk Chocolates, 11 oz.
- 24 Bags of REESE'S Peanut Butter Cup Miniatures, 11 oz.
- 96 BETTY CROCKER Peanut Butter Cookie Mix, 17.5 oz.

Setup Dimensions: 24"W x 20"D x 39.75"H (57.75"H with riser)



ITEM NO. 34000-98714
288CT. **HERSHEY'S KISSES** BRAND/ROLO® PACKAGED CANDY HOLIDAY QUARTER MODULE

- 144 Bags of HERSHEY'S KISSES Brand Milk Chocolates, 11 oz.
- 144 Bags of ROLO® Holiday Candies, 11 oz.

Setup Dimensions: 24"W x 20"D x 45"H



ITEM NO. 34000-98644
288CT. **REESE'S** PACKAGED CANDY HOLIDAY QUARTER MODULE

- 216 Bags of REESE'S Peanut Butter Cup Miniatures, 11 oz.
- 72 Bags of REESE'S Peanut Butter Bells, 10 oz.

Setup Dimensions: 24"W x 20"D x 45"H



ITEM NO. 34000-12117
600CT. **HERSHEY'S KISSES** BRAND MILK CHOCOLATES HOLIDAY HALF MODULE

- 600 Bags of HERSHEY'S KISSES Brand Milk Chocolates, 11 oz.

Setup Dimensions: 48"W x 20"D x 63.88"H



ITEM NO. 34000-20963
600CT. HOLIDAY ASSORTED PACKAGED CANDY HALF MODULE

- 264 Bags of HERSHEY'S KISSES Brand Milk Chocolates, 11 oz.
- 144 Bags of REESE'S Peanut Butter Cup Miniatures, 11 oz.
- 96 Bags of HERSHEY'S Miniatures Assortment, 11 oz.
- 96 Bags of HERSHEY'S KISSES Brand Milk Chocolates with Almonds, 10 oz.

Setup Dimensions: 48"W x 20"D x 66.88"H



ITEM NO. 34000-20961
300CT. **HERSHEY'S KISSES** BRAND HOLIDAY ASSORTED PACKAGED CANDY QUARTER MODULE

- 125 Bags of HERSHEY'S KISSES Brand Milk Chocolates, 11 oz.
- 75 Bags of HERSHEY'S KISSES Brand Candy Cane Mint Candies, 10 oz.
- 50 Bags of HERSHEY'S KISSES Brand Dark Chocolates Filled with Mint Truffle, 10 oz.
- 50 Bags of HERSHEY'S KISSES Brand Milk Chocolates Filled with Caramel, 10 oz.

Setup Dimensions: 24"W x 20"D x 66.88"H



ITEM NO. 34000-20985
300CT. HOLIDAY ASSORTED PACKAGED CANDY QUARTER MODULE

- 135 Bags of HERSHEY'S KISSES Brand Milk Chocolates, 11 oz.
- 105 Bags of REESE'S Peanut Butter Cup Miniatures, 11 oz.
- 60 Bags of YORK Peppermint Pattie Miniatures, 11 oz.

Setup Dimensions: 24"W x 20"D x 66.88"H



ITEM NO. 34000-20960
180CT. HOLIDAY ASSORTED BIG BAG QUARTER MODULE

- 90 Bags of HERSHEY'S KISSES Brand Milk Chocolates, 18.5 oz.
- 45 Bags of REESE'S Peanut Butter Cup Miniatures, 18.5 oz.
- 45 Bags of HERSHEY'S Miniatures Assortment, 18.5 oz.

Setup Dimensions: 24"W x 20"D x 66.88"H



ITEM NO. 34000-01919
48CT. **HERSHEY'S POT OF GOLD** SHIPPER

- 24 Boxes Premium Collection, 10 oz.
- 8 Boxes Pecan Caramel Clusters, 8.7 oz.
- 8 Boxes Caramel Collection, 10 oz.
- 8 Boxes Nuts Collection, 8.7 oz.

Setup Dimensions: 16.5"W x 17"D x 60"H



ITEM NO. 34000-01920
192CT. **HERSHEY'S POT OF GOLD** HALF MODULE

- 84 Boxes Premium Collection, 10 oz.
- 54 Boxes Pecan Caramel Clusters, 8.7 oz.
- 18 Boxes Milk Chocolate Collection, 10 oz.
- 18 Boxes Caramel Collection, 10 oz.
- 18 Boxes Nuts Collection, 8.7 oz.

Setup Dimensions: 40"W x 20"D x 47.75"H



ITEM NO. 34000-01921
384CT. **HERSHEY'S POT OF GOLD** MODULE

- 168 Boxes Premium Collection, 10 oz.
- 72 Boxes Pecan Caramel Clusters, 8.7 oz.
- 54 Boxes Milk Chocolate Collection, 10 oz.
- 54 Boxes Caramel Collection, 10 oz.
- 36 Boxes Nuts Collection, 8.7 oz.

Setup Dimensions: 40"W x 48"D x 47.75"H