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### ***Hershey®'s Kisses® Brand Chocolates – 100 Years of Milestones***

Milton S. Hershey introduced the world to *Hershey®'s Kisses® Brand Chocolates* in 1907. Today, the silver-wrapped *Hershey's Kisses* Chocolates are a brand icon and symbol of affection the world over. Here is a look back at 100 years of magical moments:

- 1907 Milton S. Hershey introduces *Hershey's Kisses* Chocolates. The conical-shaped chocolates are wrapped by hand in silver foil with a tissue-paper insert.
- 1921 *Hershey's Kisses* Chocolates are no longer hand-wrapped due to the introduction of the first foil-wrapping machine, and the tissue-paper insert is replaced with the iconic plume.
- 1924 Milton S. Hershey secures a trademark for the *Hershey's Kisses* name and plume.
- 1942 For the first and only time in history, production of *Hershey's Kisses* Chocolates ceases due to the rationing of silver foil during and after World War II.
- 1949 *Hershey's Kisses* Chocolates resume production following World War II.
- 1962 *Hershey's Kisses* Chocolates are wrapped in colored foil for the first time – red and green foil-wrapped *Hershey's Kisses* Chocolates are introduced for the Christmas season.
- 1968 Pastel blue, pink and green foil wrappers are introduced for the Easter holiday.
- 1976 Hershey secures a trademark for the familiar *Hershey's Kisses* Chocolates conical shape wrapped in foil.
- 1986 *Hershey's Kisses* Chocolates debut Valentine's Day-themed foils.
- 1990 Hershey introduces *Hershey's Kisses* Chocolates with almonds.
- 1993 Hershey introduces *Hershey's Hugs* Chocolates – miniature *Hershey's Kisses* “hugged” by white chocolate.

- 2002 Hershey introduces the first-ever Limited-Edition *Hershey's Kisses* Chocolates, the *Hershey's* rich dark chocolates. Since then, Limited-Edition *Hershey's Kisses* Chocolates have included flavors such as toffee with almonds, extra creamy, double fudge and strawberry crème.
- 2003 *Hershey's Kisses* rich dark chocolate is launched as a permanent addition to the *Hershey's Kisses* Chocolates portfolio.
- 2004 Hershey combines the two most popular confectionery ingredients to introduce *Hershey's Kisses* Chocolates with caramel.
- 2006 Hershey introduces *Hershey's Kisses* Chocolate Truffles and *Hershey's Kisses* Chocolates with candy cane bits.
- 2007 The Hershey Company celebrates 100 years of special moments and personal connections with *Hershey's Kisses* Chocolates and lets consumers customize plumes for special occasions through [www.hersheygifts.com](http://www.hersheygifts.com). Custom plume options include "It's a Girl," "It's a Boy," "Good Luck," "Over the Hill," "Best Wishes," "Congratulations," "I Love You," "Let's Celebrate," "Thank You" and "Happy Birthday."

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