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### ***Hershey®'s Kisses® Brand Chocolates Fact Sheet***

*Hershey®'s Kisses® Brand Chocolates* have been transforming everyday exchanges into special moments for 100 years. From the classic silver wrapper to the unmistakable plume, *Hershey's Kisses* Chocolates are a small but significant symbol of affection.

- While it is unknown exactly how *Hershey's Kisses* Chocolates got their name, one popular theory is that the treats were named for the “kissing” sound made by the machine that produces them.
- From 1907 to 1921, *Hershey's Kisses* Chocolates were individually wrapped by hand. Today, the treats are wrapped by machine at a speed of 1,300 chocolates per minute.
- In the early 1900s, Milton Hershey produced several *Hershey's Kisses* Chocolate variations in addition to the standard *Hershey's* milk chocolate flavor. These variations, called Sweethearts, Silvertops and Silverpoints, have not been produced for more than 50 years.
- Today, the permanent *Hershey's Kisses* Brand line-up includes: *Hershey's Kisses* milk chocolates, *Hershey's Kisses* milk chocolate with almonds, *Hershey's Kisses* milk chocolate filled with caramel, *Hershey's Kisses Special Dark* chocolates, *Hershey's Kisses* chocolate truffle, *Hershey's Kisses* milk chocolate filled with peanut butter, *Hershey's Kisses* milk chocolate filled with cherry cordial crème, *Hershey's Hugs* and *Hershey's Mini Kisses* Cookies.
- Current Limited-Edition *Hershey's Kisses* Chocolates flavors include: *Hershey's Kisses* filled with coconut crème, *Hershey's Kisses* filled with vanilla crème, *Hershey's Kisses* filled with strawberry crème, *Hershey's Kisses* dark chocolates filled with cherry cordial crème, *Hershey's Kisses* candy cane mint candies and *Hershey's Kisses* milk chocolate filled with mint truffle crème.
- Approximately 95 *Hershey's Kisses* Chocolates equal one pound of chocolate.

- Nearly 1.5 billion *Hershey's Kisses* Chocolates are sold for Valentine's Day.
- Production of *Hershey's Kisses* Chocolates was halted in 1942 to save foil for the war effort. Production resumed in 1949.
- The street lamps in Hershey, Pa., are shaped like *Hershey's Kisses* Chocolates.
- The *Hershey's Kisses* Brand debuted the *Kissmobile* Cruiser on May 30, 1997, to bring the magic of *Hershey's Kisses* Chocolates to consumers nationwide. The 26-foot-long truck, featuring three *Hershey's Kisses* Chocolates and *Hershey's Kissables* Candy shapes, is scheduled to visit more than 80 cities in 2007 and anticipates raising more than \$150,000 for the Children's Miracle Network.
- The longest consecutive string of *Hershey's Kisses* Chocolates was more than four miles long. Created in the spring of 2003 to raise money for the Children's Miracle Network at Penn State Children's Hospital, the event earned a listing in Guinness World Records™.
- *Hershey's Kisses* Chocolates are a symbol of affection that can be customized at [www.hersheygifts.com](http://www.hersheygifts.com) for special occasions. In 2007, Hershey's Gifts introduced a line of custom *Hershey's Kisses* Chocolates that feature plumes with special messages including "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."
- On July 7, 2007, The Hershey Company unveiled "The World's Largest *Hershey's Kisses* Chocolate" in *Hershey, Pa., The Sweetest Place on Earth*®, to celebrate the 100<sup>th</sup> Anniversary of *Hershey's Kisses* Chocolates. The giant milk chocolate *Hershey's Kisses* Chocolate weighed in at 30,540 pounds. Wrapped in silver foil with a giant plume, the *Hershey's Kisses* Chocolate was certified by Guinness World Records™ as "The World's Largest Piece of Chocolate."

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