



Contact:

Jennifer Nau  
JSH&A Public Relations  
630.932.7987

Jody Cook  
The Hershey Company  
717.534.4288

***CACAO RESERVE BY HERSHEY'S® INVITES CHOCOLATE LOVERS TO EXPLORE NEW FLAVORS THIS HOLIDAY SEASON***

***Seasonal Gift Boxes and Specialty Flavors Celebrate Premium Chocolate***

**HERSHEY, Pa., November 29, 2007** – *Cacao Reserve by Hershey's* invites gift-givers and chocolate lovers alike to explore the exciting world of premium chocolate this holiday season with a new collection of themed gifts designed to inspire and entice. From Holiday Spice Milk Chocolate Truffles and Mint Dark Chocolate tasting squares to Single Origin gift sets, *Cacao Reserve by Hershey's* captures the distinct flavors of premium chocolate with its 2007 Holiday Collections. Offerings include:

- ***Cacao Reserve by Hershey's Holiday Collection Gift Bags*** – *Cacao Reserve by Hershey's* Holiday Collection features two new seasonal delights – 35% Cacao Holiday Spice Milk Chocolate Truffles and 65% Cacao Mint Dark Chocolate tasting squares. Each bag features assorted individually wrapped truffles or tasting squares that reflect the good cheer of the season. The new holiday flavors are packaged together with *Cacao Reserve by Hershey's* signature 35% Cacao Premium Milk Chocolate and 65% Cacao Premium Dark Chocolate flavors and come in a variety of bag sizes. (Suggested retail price: \$3.49 - \$5.99).
- ***Cacao Reserve by Hershey's Truffle Sharing Boxes*** – *Cacao Reserve by Hershey's* 35% Premium Milk Chocolate Truffles and 65% Premium Dark Chocolate Truffles Sharing Boxes are festively dressed with elegant satin ribbons. When the lids are removed, box sides fan open to reveal unique candy bowls that are perfect for sharing. These truffle gift boxes make a great hostess gift or treat under the tree. (Suggested retail price: \$4.99).
- ***Cacao Reserve by Hershey's Holiday Gift Boxes*** – Explore a new world of chocolate this holiday season. Individually wrapped truffles or tasting squares are an indulgent holiday treat for premium chocolate lovers. Gift box varieties include:
  - *Cacao Reserve by Hershey's* Truffles (35% Cacao Premium Milk Chocolate and 65% Cacao Premium Dark Chocolate)
  - *Cacao Reserve by Hershey's* Signature Collection (35% Cacao Premium Milk Chocolate, 35% Cacao Premium Milk Chocolate with Hazelnuts, 65% Cacao Premium Dark Chocolate and 65% Cacao Premium Dark Chocolate with Cacao Nibs)

- *Cacao Reserve by Hershey's* Single Origin Collection (Java 37% Cacao Premium Milk Chocolate, Arriba 50% Cacao Premium Dark Milk Chocolate, Santo Domingo 67% Cacao Premium Dark Chocolate and São Tomé 70% Cacao Premium Dark Chocolate)

(Suggested retail price: \$9.99).

- ***Cacao Reserve by Hershey's Premium Truffle Tins*** – *Cacao Reserve by Hershey's* Premium Truffle Tins make perfect stocking stuffers. These bite-sized truffles are packaged in a 1.8-oz. upscale embossed tin with a soft matte finish. Available in milk and dark chocolate. (Suggested retail price: \$2.89).

*Cacao Reserve by Hershey's* features slowly roasted cacao beans blended with the finest ingredients to offer truly distinctive chocolate experiences. *Cacao Reserve by Hershey's* is available at supermarkets, drug stores and mass merchants nationwide. For more information, including party planning materials, wine and chocolate pairing tips and chocolate tasting notes, visit [www.cacaoreserve.com](http://www.cacaoreserve.com).

### **About The Hershey Company**

The Hershey Company (NYSE: HSY) is the largest North American manufacturer of quality chocolate and sugar confectionery products. With revenues of nearly \$5 billion and more than 13,000 employees worldwide, The Hershey Company markets such iconic brands as *Hershey's*, *Reese's*, *Hershey's Kisses*, and *Ice Breakers*. Hershey is the leader in the fast-growing dark and premium chocolate segment, with such brands as *Hershey's Special Dark*, *Hershey's Extra Dark* and *Cacao Reserve by Hershey's*. Hershey's *Ice Breakers* franchise delivers refreshment across a variety of mint and gum flavors and formats. In addition, Hershey leverages its iconic brands, marketplace scale and confectionery and nut expertise to develop and deliver substantial snacks, including *Hershey's* and *Reese's* single-serve cookies and brownies, and value-added snack nuts, including *Hershey's* Milk Chocolate Covered Almonds and *Hershey's Special Dark* Chocolate Covered Almonds. Hershey also offers a range of products to address the health and well-being needs of today's consumer. *Hershey's* and *Reese's Snacksters* offer consumers great-tasting snacks in portion-controlled servings, while Hershey's dark chocolate offerings provide the benefits of flavanol antioxidants. In addition, Artisan Confections Company, a wholly owned subsidiary of The Hershey Company, markets such premium chocolate offerings as *Scharffen Berger*, known for its high-cacao dark chocolate products, *Joseph Schmidt*, recognized for its fine, handcrafted chocolate gifts, and *Dagoba*, known for its high-quality natural and organic chocolate bars. Visit us at [www.hersheynewsroom.com](http://www.hersheynewsroom.com).

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