



CONTACTS:

Jody Cook
The Hershey Company
717.534.4288
jcook@hersheys.com

Corey Dunavan
JSH&A Public Relations
630.932.7968
corey@jsha.com

HERSHEYHALLOWEEN TREATS FACT SHEET

Did you know that more candy is purchased for Halloween than any other holiday? *Hershey*, the Halloween candy experts, will scare up some fun this year with a selection of sweet new treats and traditional favorites.

- *Hershey's* treats available this Halloween at retail include:
 - **Trick-or-Treat, Give 'Em Something Sweet to Eat** – Make trick-or-treaters scream for more with a handful of *Hershey's* new treats or classic favorites.
 - NEW – *Hershey's* Milk Chocolate Snack Size Tombstone Moulded Bars (\$4.25)
 - NEW – *Hershey's* Cookies 'n' Crème Snack Size Tombstone Moulded Bars (\$4.25)
 - NEW – Snack Size *Twizzlers* Candy Rainbow Twists (\$2.50)
 - NEW – *Reese's* Peanut Butter Cups and *Kit Kat* Wafer Bar 75-Piece Assortment (\$6.25)
 - NEW – Demon Treats Assorted Bag, including *Milk Duds* Candy, *Reese's Pieces* Candy, *Whoppers* Malted Milk Balls, *Kit Kat* Wafer Bars and *Hershey's* Milk Chocolate (\$12.99)
 - NEW – Candy Caldron Assorted Bag, including *Jolly Rancher* Lollipops, *Jolly Rancher* Doubles Candy, *Twizzlers* Strawberry Mini-Bars and *Twizzlers* Pull 'n Peel Candy in Green Apple and Tropical flavors (\$12.99)
 - *Reese's* Peanut Butter Cups Snack Size (\$2.50)
 - *Kit Kat* Wafer Bars Snack Size (\$2.50)
 - *Hershey's* Milk Chocolate Bars Snack Size (\$2.50)
 - *All Time Greats* Assortment Bag, including *Reese's* Peanut Butter Cups, *Whoppers* Malted Milk Balls, *Kit Kat* Wafer Bars and *Hershey's* Milk Chocolate (\$7.99)
 - **'Boo-tiful' Candy Décor** – Celebrate the Halloween and Harvest season with a wide assortment of products to spruce up the home or office.
 - NEW – *Hershey's* Kisses Candy Corn Flavored Candies (\$2.50-\$3.50)
 - NEW – *Hershey's* Boo Crew (foil-wrapped milk chocolate candies) (\$3.50)
 - NEW – *Reese's* Boo Crew (foil-wrapped peanut butter-filled milk chocolate candies) (\$3.50)
 - *Hershey's* Miniatures Chocolates adorned in Harvest-themed wrappers (\$2.50-\$3.50)
 - *Reese's* Peanut Butter Cups Miniatures adorned in Harvest-themed wrappers (\$2.50-\$3.50)
 - Harvest-themed *Hershey's* Kisses Brand Milk Chocolates (\$2.50-\$3.50)
 - **Go "Boo-ing" with *Hershey's*** – Brighten up your neighbors' day with these fun "boo-ing" gifts:
 - *Whoppers* Malted Milk Balls Haunted House Carton (\$0.99)
 - *Milk Duds* Candy Haunted House Carton (\$0.99)
 - *Hershey's* Kisses Brand Milk Chocolates Ghost Boo Gift Bag (\$2.50)
 - *Hershey's* Kisses Brand Milk Chocolates Cat Boo Gift Bag (\$2.50)

More Available Online – All of these items, plus many other *Hershey's* seasonal products, can be found at retailers nationwide. For more information on *Hershey's* seasonal products, as well as costume ideas, spooky screensavers, desktop wallpapers, delicious Halloween recipes, craft activities and party invitations visit www.TrickorTreats.com.