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## HERSHEY HALLOWEEN TREATS FACT SHEET

The experts at The Hershey Company will spook-up Halloween fun this year with a new selection of snack-size treats, fun candy assortments and Halloween-themed packaging perfect for seasonal parties and candy dishes.

### New Trick-or-Treat Delights:

- NEW – *Hershey's Kisses*® Brand Milk Chocolates Snack Size Packages
- NEW – *Reese's*® Peanut Butter Pumpkins Snack Size Packages
- NEW – *Reese's*® *Fast Break*® Snack Size Packages
- NEW – *Hershey's*® Cookies 'n' Crème Bars in Snack Size Packages

### 'Spook-tacularly' Tasty Assortments

- Find a mixed assortment of sweets that will have your trick-or-treaters coming back for more:
  - NEW – *Hershey's* Chocolate Assortment with 28 Snack Size Packages (*Hershey's Kisses* Brand Milk Chocolates, *Reese's* Peanut Butter Cups, *Milk Duds*® Candy and *Hershey's* Cookies 'n' Crème Bars)
  - NEW – *Hershey's* Seasonal Shapes Assortment with 50 Snack Size Packages (*Hershey's* Tombstone-shaped Moulded Bars in Milk Chocolate and Cookies 'n' Crème flavors, and *Reese's* Peanut Butter Pumpkins)
  - NEW – *Hershey's* Candy Assortment with 100 Snack Size Pieces (*Reese's Pieces*® Candy, *Hershey's* Chocolate Lollipops, *Milk Duds* Candy, *Jolly Rancher*® Doubles Candy, *Whoppers*® Malted Milk Balls and *Twizzlers*® Rainbow Twists)
  - NEW – *Hershey's* Candy Assortment with 125 Snack Size Packages (*Reese's* Peanut Butter Cups, *Whoppers* Malted Milk Balls, *Hershey's* Cookies 'n' Crème Bars, *Almond Joy*® Candy Bars and *Heath*® Milk Chocolate English Toffee Bars)
  - NEW – *Frightfully Fun*™ Snack Size Assortment (*Twizzlers* Rainbow Twists, *Twizzlers*® *Pull-N-Peel*® Green Apple Candy, *Jolly Rancher* Lollipops, *Jolly Rancher* Doubles Candy and *Good & Fruity*® Candy)
  - NEW – *Good & Plenty*®, *Good & Fruity* Snack Size Assortment
  - NEW – *Hershey's Monster Mix*™ Snack Size Assortment (*Hershey's* Chocolate Lollipops, *Jolly Rancher* Doubles Candy, *Whoppers* Malted Milk Balls, *Milk Duds* Candy, *Twizzlers* Strawberry Mini-Bars and *Jolly Rancher* Cherry Hard Candy Stix)
  - NEW – Nuts & More Nuts Assortment with 28 Snack Size Packages (*Hershey's Mr. Goodbar*® Candy Bars, *Almond Joy* Candy Bars, *Hershey's* Milk Chocolate with Almonds and *PayDay*® Peanut Caramel Bars)
  - *All Time Greats*® Assortment with 100 Snack Size Packages (*Kit Kat*® Wafer Bars, *Whoppers* Malted Milk Balls, *Reese's* Peanut Butter Cups and *Hershey's* Milk Chocolate Bars)

### Festive-Colored Treats

- Bring the Halloween spirit into the home or office with new Hershey products wrapped in festive colors:
  - NEW – *Hershey's Kisses* Brand Milk Chocolates wrapped in orange and black foils
  - NEW – Halloween *Reese's Miniatures* Milk and Dark Chocolate Assortment wrapped in orange and black foils
  - NEW – Halloween *Hershey's Miniatures* in purple, lime green, orange and black wrappers

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