



The Hershey Company

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## HERSHEY EASTER TREATS FACT SHEET

### Hershey Easter Treats:

The holiday experts at Hershey will make Easter 2010 that much sweeter with the debut of:

- **NEW** – 5-oz. *Hershey®'s* Solid Milk Chocolate Princess Bunny
- **NEW** – *Hershey®'s* Cookies 'n' Crème Bunnies
- **NEW** – *Hershey®'s* Cookies 'n' Crème Eggs
- **NEW** – *Hershey's Bliss®* Milk Chocolate Bunnies with a Meltaway Center
- **NEW** – *Hershey's Bliss®* Milk Chocolate with a Meltaway Center Eggs in a 12 Pack Tray
- **NEW** – *Hershey®'s Kisses®* Brand Milk Chocolates Individual Snack Packs
- **NEW** – *Reese's®* Peanut Butter Eggs Snack Size

Easter staples returning for a basket full of fun include:

- *Cadbury® Clucking Bunny®* Plush Toy with *Cadbury® Crème Egg®* Candy
- *Cadbury® Mini Eggs®* Candy
- Easter Favorites Chocolate Filled Egg Assortment including: *Reese's® Miniatures*, *Hershey's Kisses* Milk Chocolates, *Cadbury Mini Eggs* Candy, *Whoppers® Mini Robin Eggs®* Malted Milk Eggs
- Egg Hunt Favorites Non-Chocolate Filled Egg Assortment containing: *Jolly Rancher®* Hard Candy, *Twizzlers® Pull 'N Peel™* Candy, *Jolly Rancher* Jelly Beans, *Jolly Rancher* Fruit Chews
- *Whoppers Robin Eggs* Malted Milk Eggs
- 6-oz. *Reese's* Peanut Butter Egg
- *Reese's® Reester Bunny®*

Visit [www.KeepEasterEasy.com](http://www.KeepEasterEasy.com) for a complete list of Hershey Easter favorites, as well as unique Easter basket ideas, homemade crafts, games and new delicious recipes.

### Easter Fun Facts:

Considering the tradition of giving Easter baskets has been traced back to second century Europe, here are a few fun facts to know:

- *Reese's* Peanut Butter Eggs are the top ranked Easter candy purchase\*
- More than 75 percent of all Easter candy is purchased for Easter baskets and egg hunts\*
- Half of egg hunts are spent searching for plastic eggs filled with treats\*\*
- Listen up Easter Bunny – More than three quarters (76 percent) of people eat the ears on chocolate bunnies first\*\*\*

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\* GC Metrics, Inc, 2009, conducted on behalf of The Hershey Company

\*\*Opinion Research Corporation Omnibus Survey, conducted on behalf of The Hershey Company

\*\*\*Opinion Research Corporation Omnibus Survey, December 2008, conducted on behalf of The Hershey Company