

FOR IMMEDIATE RELEASE

THE HERSHEY COMPANY HIGHLIGHTS NEW PRODUCTS AND DRIVES RETAIL GROWTH AT 2025 NACS SHOW

Event Details:

- **Event:** NACS Show Expo 2025
- **Dates:** October 15-17, 2025
- **Location:** Chicago, IL
- **Hershey Booth:** #S5706

EXECUTIVE SUMMARY

The Hershey Company (NYSE: HSY) will showcase product innovations and convenience channel growth strategies at the 2025 NACS Show Expo, featuring the highly anticipated *Reese's OREO® Cup* and new offerings across its snacking portfolio, including confectionery, salty snacks and protein offerings. The company will share data-driven insights on bundling strategies, promotional tactics and merchandising approaches that drive repeat purchases and increase basket sizes in convenience stores.

FEATURED PRODUCT INNOVATIONS

Reese's OREO® Cup

- **What it is:** Milk chocolate and white creme peanut butter cups with OREO® cookie crumbs - since launch, it's on track to be one of *Reese's* biggest launches
- **Why it matters:** Unites America's No. 1 candy and No. 1 cookie brands, making a high-impact debut poised to drive major growth

Jolly Rancher Ropes Tropical Flavor

- **What it is:** Chewy ropes with juicy center featuring fruit punch and mango pairing
- **Why it matters:** Expands the fast-growing *Jolly Rancher Ropes* lineup, capitalizing on 30.7% category growth since 2021¹

Shaq-A-Licious XL Gummies in Sneaker Shapes

- **What it is:** Sneaker-shaped gummies in strawberry, mango, and lime flavors, created through a collaboration with basketball legend Shaquille O'Neal
- **Why it matters:** The third-fastest growing sweets brand since its 2024 debut¹

Dot's Homestyle Pretzels Buffalo Flavor

- **What it is:** Buffalo-flavored seasoned pretzel twists
- **Why it matters:** The No.1 pretzel franchise in convenience stores and has grown 16.4% in the past year¹

SkinnyPop Popcorn White Cheddar and Butter (Reformulated)

- **What's new:** White Cheddar now features real cheese; Butter has richer, creamier taste
- **Why it matters:** Enhances the No. 2 branded popcorn in C-stores while maintaining clean ingredients¹

BY THE NUMBERS

Salty Snacks Growth:

- 9.5% YTD sales increase for Hershey's salty brands in C-stores (outpacing total category)²
- No. 1 pretzel franchise: *Dot's Homestyle Pretzels* in convenience
- No. 2 branded popcorn: *SkinnyPop* Popcorn in convenience

Sweets Performance:

- *Jolly Rancher* and *Shaq-A-Licious* XL Gummies are among fastest-growing non-chocolate confectionery brands in C-stores, and Hershey has grown sweets business by 23.2% in 2025²

Bundling Impact:

- 60% of shoppers have purchased a foodservice bundle at C-stores³
- 34% of shoppers include candy in their bundles³
- Nearly one-third of total C-store sales and profits come from foodservice²

Promotional Effectiveness:

- 56% average unit lift from confectionery promotions in C-stores⁴
- 92% promotional lift for standard-size bars (outperforming king-size bars threefold)⁴
- Standard-size bars represent 15% of total CMG sales⁴

EXECUTIVE PERSPECTIVE

"We work hand-in-hand with our retail partners to make every shopper interaction count," said Tiffany Menyhart, Chief Customer Officer, The Hershey Company. "Through thoughtful pack and product innovation grounded in consumer trends and understanding, we help retailers deliver more options and help increase sales."

GROWTH STRATEGIES FOR C-STORE RETAILERS

Optimize Salty Snacks Assortment

Focus on stocking top-performing SKUs, organizing by usage occasion, and using vertical merchandising to boost visibility. These tactics ensure shelf space aligns with sales and maximizes conversions in busy aisles.

Accelerate With Sweets Innovation

Fast-growing brands like *Jolly Rancher*, *Shaq-A-Licious* XL Gummies, and the newly acquired *Sour Strips* are propelling Hershey's non-chocolate confectionery growth, with *Sour Strips* expanding distribution in 2026. Strategic acquisitions are boosting Hershey's appeal among Gen Z shoppers and strengthening its position in convenience retail.

Maximize Promotions With Everyday Multiples (EDM) Strategy

The Everyday Multiples (EDM) strategy bundles low-cost items to encourage shoppers to buy more, offering consistent value and using prominent displays and signage to drive awareness. This approach is highly effective in C-stores, where confectionery promotions deliver a 56% average unit lift and standard bars achieve a 92% promotional lift.

FREQUENTLY ASKED QUESTIONS

Q: When and where is the NACS Show Expo 2025? A: October 15-17, 2025, in Chicago, IL. Visit Hershey at booth #S5706.

Q: What is Hershey's biggest product launch for 2025? A: The Reese's OREO® Cup, combining America's No.1 candy and No. 1 cookie brands.

Q: How are Hershey's salty snacks performing in C-stores? A: Hershey's salty brands (*Pirate's Booty Puffs*, *SkinnyPop* Popcorn, *Dot's Homestyle Pretzels*) are up 9.5% YTD, outpacing the total category.

Q: What is the EDM promotional strategy? A: Everyday Multiples (EDM) is a bundle deal strategy for low-cost items that encourages multi-unit purchases and rewards loyal shoppers.

Q: Why are C-stores important for product innovation? A: C-stores allow consumers to try new products before committing to larger packtypes in mainstream retail, making the channel a powerful growth driver.

HERSHEY'S COMPLETE PORTFOLIO AT NACS 2025

Confectionery Brands: *Reese's, Hershey's, Jolly Rancher, Ice Breakers, ROLO®, Shaq-A-Licious XL Gummies, Sour Strips*

Better-For-You & Protein: *ONE Brands, FULFIL*

Salty Snacks: *Pirate's Booty, SkinnyPop, Dot's Homestyle Pretzels*

Pricing is at the sole discretion of the retailer.

DATA SOURCES

¹ Circana 2025 YTD Ending 9/28/2025

² Circana 2025 YTD Ending 9/7/2025

³ Mintel's NACS CSX Convenience Benchmarking Database 2024

⁴ Circana 2025 YTD Ending 6/29/2025

About The Hershey Company

The Hershey Company is an industry-leading snacks company known for making more moments of goodness through its iconic brands, remarkable people and enduring commitment to doing the right thing for its people, planet, and communities. Hershey has

more than 20,000 employees in the U.S. and worldwide who work daily to deliver delicious, high-quality products. The company has more than 90 brand names in approximately 80 countries that drive more than \$11.2 billion in annual revenues, including *Hershey's*, *Reese's*, *Kisses*, *KIT KAT*®, *Jolly Rancher*, *Twizzlers* and *Ice Breakers*, and salty snacks including *SkinnyPop*, *Pirate's Booty* and *Dot's Homestyle Pretzels*.

For over 130 years, Hershey has been committed to operating fairly, ethically and sustainably. The candy and snack maker's founder, Milton Hershey, created Milton Hershey School in 1909, and since then, the company has focused on helping children succeed through equitable access to education.

To learn more, visit <http://www.thehersheycompany.com/>.

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