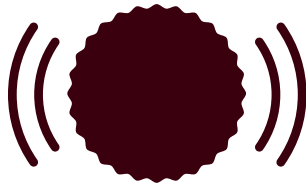


HERSHEY 2023 CONVENIENCE

AMP



ACHIEVE MAXIMUM POINTS



Why Candy, Mint, Gum & Snack?

CATEGORY OUTLOOK

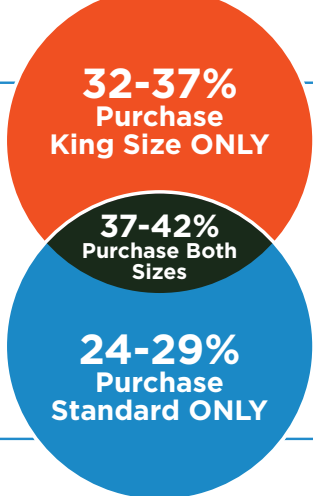
CMG and Salty Snacks represent **57% of all snacking sales in C-Stores**¹

Both King & Standard Sizes are Preferred by Shoppers⁴

CMG PROFITABILITY

Candy is **highly impulsive** and **highly profitable** with a short purchase cycle²

Candy has a high average **Gross Margin of 49%**, greater than packaged beverages, salty snacks, tobacco products and beer²



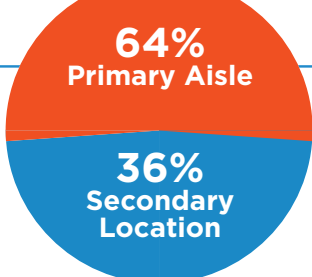
CMG & SALTY SNACKS HAVE THE HIGHEST HOUSEHOLD PENETRATION

CMG - 98.4% Salty Snacks - 98.8%³

DISPLAY & TPR (temporary price reduction)

Display & TPR are the **primary promotional tactics** for CMG

Sales by Location



64% OF CONFECTION PURCHASES COME FROM THE PRIMARY AISLE

Sales by Location: 64% Primary Aisle / 36% Secondary Location⁵

Why Hershey's AMP Program?

- Newly enrolled stores see significant unit and dollar increases vs. PY; +17.5% and +19.7% respectively
- New, only two streamlined program requirements:
 - Item Distribution Growth up to a 6% rebate
 - Pre-packs Growth up to a 3% rebate
- New simplified and enhanced growth segments to drive program flexibility
- High levels of national advertising and enhanced consumer promotions in 2023

1. IRI Total US C-Store 52 W/E 12/27/20 2. NACS SOI C-Store General Merchandise 2019 3. NACS Total US All Outlets 52 W/E 12/27/20
 4. Leading C- Store Loyalty Card Data, Nielsen 5. MFour Touchpoints Study 52 W/E 12/29/19

2023 AMP Loyalty Program

Start Earning Rebate at 350 Points for 3.5%

Payout Every Additional 50 Points, Maximum Rebate 1,000 Points=10%

WHY HERSHEY'S AMP PROGRAM?

MAX REBATE
6%

DISTRIBUTION – 6% (600 Points Maximum)

Hershey Candy, Mint, Gum & Snack Items

- ITEM DISTRIBUTION – 4% (400 Points Maximum)
 - Top 75 Selected Items including Seasons – 4 Points Each – 300 Points Maximum = 3%
 - Other Items up to 50 sku's – 2 Points Each – 100 Points Maximum = 1%
- ITEM COUNT GROWTH – 1% (100 Points Maximum for 10 Net New Items)
 - 10 Points per item count growth over previous year
- ITEM COUNT BONUS – 1% (100 Points Maximum)
 - Carry a minimum 100+ items each half

MAX REBATE
1%

SECONDARY MERCH OPTIONAL – 1% (100 Points Maximum)

- Hershey Exclusive End Cap – 50 Points
- Hershey Exclusive Under-the-Counter Rack – 50 Points

MAX REBATE
3%

HERSHEY PRE-PACKS – 3% (300 Points Maximum)

- Includes all Non-Seasonal and Seasonal Pre-Packs
- Required months: March, May, July & September
- Select Counter Units, Power Wings or Shippers; Receive Points per Half based on what you achieve with minimum of 3 Pre-Packs

ALL COUNTER UNITS/ POWER WINGS	ASSORTMENT OF COUNTER UNITS/ POWER WINGS/SHIPPERS	ALL SHIPPERS
3 per Half – 50 Points (.5%)	3 per Half – 75 Points (.75%)	3 per Half – 150 Points (1.5%)
4 per Half – 75 Points (.75%)	4 per Half – 100 Points (1.0%)	4 per Half – 200 Points (2.0%)
6+ per Half – 100 Points (1.0%)	6+ per Half – 150 Points (1.5%)	6+ per Half – 300 Points (3.0%)

1. MSA 2021.

REQUIREMENT #1 ITEM DISTRIBUTION

- Featuring Hershey's Top 75 Items
4 Points Each = 300 Points

- Includes Hershey's Top 8
Seasonal Items 4 per half

- All other Hershey
Items = 2 Points Each

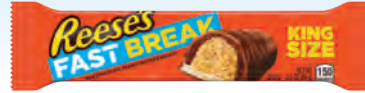
KING SIZE BARS ¹



34000-48000



34000-20200



34000-20350



34000-43095



34000-22600



34000-22100



34000-22000



10700-96327



34000-48011



34000-05240



34000-19639



34000-38611



34000-48501



34000-05220



34000-22900



34000-24521



34000-41200



34000-53103



34000-10932



34000-22300



10700-85854



34000-05210



10700-06065



34000-22620



34000-80428

STANDARD SIZE BARS ¹



34000-44000



34000-24000



34000-24600



34000-24100



34000-23900



34000-15251



10700-96323



34000-90320



34000-90330



34000-24700



34000-24400



10700-06147



34000-43369



34000-24300



34000-02641



34000-90310



34000-37020

UTION – 6% = 600 Points Maximum

• Item Count Growth – 1%
100 Points Maximum

• Item Count Bonus – 1%
100 Points Maximum

• PRIORITY ITEMS RUN LEFT TO RIGHT

GUM ¹



34000-70102



34000-70077



34000-70103



34000-70104



34000-70106



34000-71114

MINT ¹



34000-72060



34000-72062



34000-72123



34000-72335



34000-71412

PEG BAGS ²



10700-70230



34000-54402



34000-11601



34000-54413



34000-44600



34000-54443



10700-85836

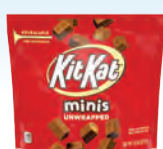


10700-85835

TAKE HOME ²



34000-47056



34000-99662



34000-56002



34000-17038



34000-44265

GRAB 'N' GO ²



34000-99718



34000-99751



34000-90051



34000-21460



34000-21461

SEASONS ¹



34000-47362



34000-47513



34000-06852



34000-47338



34000-47367



34000-47213



34000-47369



34000-47327

Q1 Minimum of 1 Prepack – March Required

JANUARY SHIPPERS

OPEN MONTH-SELECT ONE DISPLAY



Hershey Core & Variety Assorted Standard Bars 258ct. with base
Item #: 34000-48250

Standard Size:

- 40 HERSHEY'S Milk Chocolate with Almonds Bars
- 36 HERSHEY'S Milk Chocolate Bars
- 36 REESE'S Peanut Butter Cups
- 36 KIT KAT® Wafer Bars
- 36 HERSHEY'S Cookies 'n' Creme Bars
- 36 ALMOND JOY Bars
- 20 PAYDAY Peanut Caramel Bars
- 18 REESE'S FAST BREAK Bars

Setup Dimensions: 14"W x 6.625"D x 50"H
Without riser 45.625"H



Hershey Assorted King Size 240ct. Shipper
Item #: 34000-48136

King Size:

- 36 REESE'S Peanut Butter Cups
- 34 REESE'S Sticks Wafer Bars
- 32 KIT KAT® Wafer Bars
- 30 HERSHEY'S Milk Chocolate Bars
- 30 HERSHEY'S Milk Chocolate with Almonds Bars
- 28 CARAMELLO Bars
- 28 PAYDAY Peanut Caramel Bars
- 12 WHATCHAMACALLIT Bar
- 10 ALMOND JOY Bars

Setup Dimensions: 14"W x 11"D x 50"H
Without riser 40.75"H



ICE BREAKERS & BREATH SAVERS Assorted Gum & Mints 112ct. Shipper
Item #: 34000-93931

- 24 ICE BREAKERS ICE CUBES Peppermint Flavored Gum
- 12 ICE BREAKERS ICE CUBES Spearmint Flavored Gum
- 12 ICE BREAKERS ICE CUBES Grape Flavored Gum
- 16 ICE BREAKERS Coolmint Flavored Mints
- 16 ICE BREAKERS Wintergreen Flavored Mints
- 8 ICE BREAKERS Spearmint Flavored Mints
- 8 ICE BREAKERS DUO Strawberry Flavored Mints
- 8 BREATH SAVERS 3-Hour Spearmint Flavored Mints
- 8 ICE BREAKERS DUO Watermelon Flavored Mints

Setup Dimensions: 14.0"W x 20.0"D x 50.0"H

JAN-FEB SHIPPER

EASTER ASSORTED KING & STANDARD SIZE



Hershey Easter Assorted King Size & Standard 264ct. 3-in-1 Counter Unit/Power Wing/Shipper
Item # 34000-48627

King Size:

- 72 REESE'S Peanut Butter Eggs
- 24 REESE'S White Creme Peanut Butter Eggs
- 24 REESE'S Peanut Butter Cups with Marshmallow Flavored White Creme

Standard Size:

- 72 REESE'S Peanut Butter Eggs
- 48 CADBURY CREME EGG Candy
- 24 REESE'S Peanut Butter Creme Eggs

Setup Dimensions: 16.50"W x 19.00"D x 42.00"H
PW Setup Dimensions: 16.50"W x 5.375"D x 10.75"H

JAN-FEB COUNTER UNIT

EASTER ASSORTED KING SIZE



REESE'S Peanut Butter Eggs King Size 84ct. 3-in-1 Counter Unit/Power Wing with Base
Item # 34000-94176

King Size:

- 48 REESE'S Peanut Butter Eggs
- 24 REESE'S Peanut Butter Cups with Marshmallow Flavored White Creme
- 12 REESE'S White Creme Peanut Butter Eggs

Setup Dimensions: 14.00"W x 13.00"D x 42.00"H

FEBRUARY SHIPPER

REESE'S KING SIZE ASSORTMENT



REESE'S BIG CUP Stuffed with REESE'S PUFFS Assorted King Size 250ct. 3-in-1 Counter Unit/Power Wing/Shipper

Item #: 34000-48266

King Size:

- 64 REESE'S BIG CUP Stuffed with REESE'S PUFFS
- 48 REESE'S Peanut Butter Cups
- 36 REESE'S FASTBREAK Bars
- 24 REESE'S STICKS Wafer Bars
- 24 KIT KAT® Wafer Bars
- 18 HERSHEY'S Milk Chocolate Bars
- 18 HERSHEY'S Milk Chocolate with Almonds Bars
- 18 REESE'S TAKE 5 Bars

Setup Dimensions: 16.5"W x 19.5"D x 49.75"H

NEW

FEBRUARY COUNTER UNIT

REESE'S KING SIZE ASSORTMENT



REESE'S BIG CUP Stuffed with REESE'S PUFFS Assorted King Size 98ct. 2-in-1 Counter Unit/Power Wing

Item # 34000-48267

King Size:

- 32 REESE'S BIG CUP Stuffed with REESE'S PUFFS
- 24 REESE'S Peanut Butter Cups
- 24 REESE'S STICKS Wafer Bars
- 18 REESE'S FASTBREAK Bars

Setup Dimensions: 16.5"W x 8.325"D x 10.75"H
Consisting of two units and wingable clips

NEW

MARCH SHIPPER

NCAA® BASKETBALL ASSORTED KING SIZE

REESE'S NCAA® Assorted King Size Bars 242ct. 3-in-1 Counter Unit/Power Wing/Shipper

Item #: 34000-94364

King Size:

- 48 REESE'S Peanut Butter Cups
- 48 REESE'S STICKS Wafer Bars
- 36 REESE'S FAST BREAK Bars
- 36 REESE'S TAKE 5 Bars
- 32 REESE'S BIG CUP Peanut Butter Cups
- 24 REESE'S White Creme Peanut Butter Cups
- 18 REESE'S NUTRAGEOUS Bars

Setup Dimensions: 16.50"W x 19.50"D x 59.75"H. Without riser 49.75"H
PW Setup Dimensions: 16.50"W x 5.375"D x 10.75"H

Select Minimum of 1

MARCH COUNTER UNIT

REESE'S KING SIZE ASSORTMENT



REESE'S Assorted King Size 108ct. 2-in-1 Counter Unit/Power Wing

Item # 34000-94366

King Size:

- 48 REESE'S Peanut Butter Cups
- 24 REESE'S STICKS Wafer Bars
- 18 REESE'S FAST BREAK Bars
- 18 REESE'S TAKE 5 Bars

Setup Dimensions: 16.5"W x 8.375"D x 10.75"H
Consisting of two units and wingable clips

NEW MIX

REQUIRED MONTH

Q2 Minimum of 1 Prepack – May Required

APRIL SHIPPER

HERSHEY'S SHE ASSORTED STANDARD BARS



HERSHEY'S Celebrate SHE Assorted Standard Bars 288ct. 3-in-1 Counter Unit/Power Wing/Shipper
Item #: 34000-94008

NEW

Standard Size:

- 72 HERSHEY'S Milk Chocolate Celebrate SHE Bars
- 36 MR. GOODBAR Peanuts in Milk Chocolate Bars
- 36 REESE'S Peanut Butter Cups
- 36 KIT KAT® Wafer Bars
- 36 HERSHEY'S Milk Chocolate with Almonds Bars
- 36 HERSHEY'S Cookies 'n' Creme Bars
- 36 ROLO® Caramels in Milk Chocolate

Setup Dimensions: 14"W x 11"D x 50"H. Without riser 40.75"H

APRIL COUNTER UNIT

ASSORTED STANDARD BARS



Hershey Assorted Standard Bar 144ct. 2-in-1 Counter Unit/Power Wing
Item # 34000-20717

Standard Size:

- 36 HERSHEY'S Milk Chocolate Bars
- 36 HERSHEY'S Milk Chocolate with Almonds Bars
- 36 REESE'S Peanut Butter Cups
- 36 KIT KAT® Wafer Bars

Setup Dimensions: 14.00"W x 4.50"D x 12.12"H
Consisting for two 72ct. units and wingable clips

MAY SHIPPER

REESE'S PEANUT BUTTER CREAMY & CRUNCHY



REESE'S Creamy & Crunchy Assorted King Size & Standard Bars 288ct. 3-in-1 Counter Unit/Power Wing/Shipper
Item #: 34000-48295

NEW

King Size:

- 72 REESE'S Peanut Butter Creamy Cups
- 48 REESE'S Peanut Butter Cups
- 24 REESE'S Peanut Butter Crunchy Cups

Standard Size:

- 36 HERSHEY'S Milk Chocolate Bars
- 36 HERSHEY'S Milk Chocolate with Almonds Bars
- 36 REESE'S Peanut Butter Cups
- 36 KIT KAT® Wafer Bars

Setup Dimensions: 16.5"W x 19.5"D x 49.75"H

Select Minimum of 1

MAY COUNTER UNIT

REESE'S PEANUT BUTTER CREAMY & CRUNCHY



REESE'S Creamy & Crunchy Assorted King Size 120ct. 2-in-1 Counter Unit/Power Wing
Item # 34000-48294

NEW

King Size:

- 48 REESE'S Peanut Butter Cups
- 48 REESE'S Peanut Butter Creamy Cups
- 24 REESE'S Peanut Butter Crunchy Cups

Setup Dimensions: 16.5"W x 8.375"D x 10.75"H
Consisting of two units and wingable clips

REQUIRED MONTH

JUNE SHIPPER

LIMITED EDITION KING & STANDARD SIZE



KIT KAT® Churro Limited Edition Assorted King Size & Standard Bars 230ct. 3-in-1 Counter Unit/Power Wing/Shipper
Item #: 34000-31922

NEW

King Size:

- 72 KIT KAT® Churro Bars
- 48 KIT KAT® Wafer Bars
- 32 KIT KAT® BIG KAT Bars
- 18 CARAMELLO Bars

Standard Size:

- 36 KIT KAT® Wafer Bars
- 24 KIT KAT® Churro Bars

Setup Dimensions: 16.50"W x 19.75"D x 49.50"H

JUNE COUNTER UNIT

ASSORTED KING SIZE



Hershey Assorted King Size Bars 69ct. Counter Unit
Item # 34000-43400

King Size:

- 20 KIT KAT® BIG KAT Bars
- 18 HEATH Bars
- 16 KIT KAT® Wafer Bars
- 15 CARAMELLO Bars

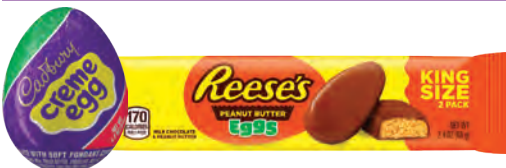
Setup Dimensions: 14"W x 10.625"D x 13.50"H
Without riser 12.375"H
Packed one 69ct. per case with header

BIG BRANDS MATTER FOR SEASONS¹

EASTER 78.2% SHARE

HALLOWEEN 73.4% SHARE

HOLIDAY 70.1% SHARE



The top Hershey item is bigger than the next 4 items combined



The top Hershey item is bigger than the next 3 items combined



The top Hershey item is bigger than the next 3 items combined

1. IRI C-Store Seasonal % Sales Contribution last 52 weeks data ending 7/17/22

Q3 Minimum of 2 Prepacks – July & September Required

REQUIRED MONTH

JULY SHIPPER

FOUNTAIN BUNDLE ASSORTED KING SIZE

Fountain Bundle Assorted King Bars 228 ct. Shipper
Item #: 34000-94323

NEW MIX

King Size:

- 72 REESE'S Peanut Butter Cups
- 24 KIT KAT® Wafer Bars
- 24 REESE'S STICKS Wafer Bars
- 18 HERSHEY'S Milk Chocolate Bars
- 18 HERSHEY'S Milk Chocolate with Almonds Bars
- 18 ALMOND JOY Bars
- 18 PAYDAY Peanut Caramel Bars
- 18 CADBURY CARAMELLO Bars
- 18 WHATCHAMACALLIT Bars

Select Minimum of 1

Setup Dimensions: 27.25"W x 13.75"D x 53.75"H with header

JULY COUNTER UNITS

ASSORTED KING SIZE

REESE'S, KIT KAT® and PAYDAY Assorted King Size 66ct. 2-in-1 Counter Unit/Power Wing
Item # 34000-99039

King Size

- 24 REESE'S Peanut Butter Cups
- 24 KIT KAT® Wafer Bars
- 18 PAYDAY Peanut Caramel Bars

Setup Dimensions: 13.1875"W x 3.875"D x 24.5313"H
Consisting of two units and wingable clips



AUGUST SHIPPER

HERSHEY'S DC™ SUPER HERO BARS

HERSHEY'S DC™ Super Hero Bars Assorted Standard Bars 276ct. 3-in-1 Counter Unit/Power Wing/Shipper
Item #: 34000-94059

NEW GRAPHICS & MIX

Standard Size:

- 72 HERSHEY'S Milk Chocolate DC™ Super Hero Bars
- 72 REESE'S Peanut Butter Cups
- 36 HERSHEY'S Milk Chocolate with Almonds Bars
- 36 KIT KAT® Wafer Bars
- 36 HERSHEY'S Cookies 'n' Creme Bars
- 24 PAYDAY Peanut Caramel Bars

JUSTICE LEAGUE and all related characters and elements © & TM DC, WB SHIELD, © & TM WBEL (s23)

Setup Dimensions: 16.50"W x 19.00"D x 42.00"H



AUGUST COUNTER UNITS

ASSORTED STANDARD BARS

Hershey Assorted Standard Bar 144ct. 2-in-1 Counter Unit/Power Wing
Item # 34000-20717

Standard Size

- 36 HERSHEY'S Milk Chocolate Bars
- 36 HERSHEY'S Milk Chocolate with Almonds Bars
- 36 REESE'S Peanut Butter Cups
- 36 KIT KAT® Wafer Bars

Setup Dimensions: 14.00"W x 4.50"D x 12.12"H
Consisting for two 72ct. units and wingable clips



SEPTEMBER SHIPPER

NCAA® FOOTBALL ASSORTED KING & STD. SIZE

REESE'S NCAA® Assorted King Size Bars 242ct. 3-in-1 Counter Unit/Power Wing/Shipper
Item #: 34000-94364

NEW MIX

King Size:

- 48 REESE'S Peanut Butter Cups
- 48 REESE'S STICKS Wafer Bars
- 36 REESE'S FAST BREAK Bars
- 36 REESE'S TAKE 5 Bars
- 32 REESE'S BIG CUP Peanut Butter Cups
- 24 REESE'S White Creme Peanut Butter Cups
- 18 REESE'S NUTRAGEOUS Bars

Select Minimum of 1

Setup Dimensions: 16.50"W x 21.25"D x 59.50"H
PW Setup Dimensions: 16.50"W x 5.375"D x 10.75"H



SEPTEMBER COUNTER UNITS

ASSORTED KING SIZE

REESE'S Assorted King Size 108ct. 2-in-1 Counter Unit/Power Wing
Item # 34000-94366

NEW MIX

King Size

- 48 REESE'S Peanut Butter Cups
- 24 REESE'S STICKS Wafer Bars
- 18 REESE'S TAKE 5 Bars
- 16 REESE'S BIG CUP Stuffed With Potato Chips

Setup Dimensions: 16.50"W x 8.875"D x 10.75"H
Consisting of two units and wingable clips



SEPT-OCT SHIPPER

HALLOWEEN ASSORTED KING & STD. SIZE

Hershey Halloween Assorted King Size & Standard Bars 228ct. 3-in-1 Counter Unit/Power Wing/Shipper
Item # 34000-94234

King Size:

- 72 REESE'S Peanut Butter Pumpkins
- 24 REESE'S White Creme Peanut Butter Pumpkins
- 24 REESE'S Franken-Cup Peanut Butter Cups

Standard Size:

- 72 REESE'S Peanut Butter Pumpkins
- 36 REESE'S White Creme Peanut Butter Pumpkins

Setup Dimensions: 16.50"W x 19.428"D x 49.50"H
PW Setup Dimensions: 16.50"W x 5.375"D x 10.75"H



SEPT-OCT COUNTER UNITS

HALLOWEEN ASSORTED KING SIZE

REESE'S Peanut Butter Pumpkins King Size 84ct. 2-in-1 Counter Unit/Power Wing
Item # 34000-48629

King Size

- 48 REESE'S Peanut Butter Pumpkins
- 24 REESE'S Franken-Cup Peanut Butter Cups
- 12 REESE'S White Creme Peanut Butter Pumpkins

Setup Dimensions: 14.00"W x 4.50"D x 12.00"H
Consisting of two units and wingable clips



Q4 Minimum of 1 Prepack

OCTOBER SHIPPER

COFFEE BUNDLE

NEW MIX



Coffee Bundle Assorted Standard Bars 276ct. Shipper
Item # 34000-94365

Standard Size:

- 72 KIT KAT® Wafer Bars
- 36 ALMOND JOY Bars
- 36 REESE'S Peanut Butter Cups
- 36 HERSHEY'S Milk Chocolate Bars
- 36 HERSHEY'S Milk Chocolate with Almonds Bars
- 36 HERSHEY'S Cookies 'n' Creme Bars
- 24 PAYDAY Peanut Caramel Bars

Setup Dimensions: 27.25"W x 13.75"D x 53.75"H

OCTOBER COUNTER UNIT

STANDARD SIZE



KIT KAT® Wafer Standard Bars 72ct. Counter Unit
Item # 34000-43395

Standard Size:

- 72 KIT KAT® Wafer Standard Bars

Setup Dimensions:
7"W x 10.625"D x 13.5"H.
Without riser 12.375"H
Packed one 72ct. per case with wingable clips and header card.

NOVEMBER SHIPPER

ASSORTED KING SIZE

NEW



PAYDAY Heroes Assorted King Size 218ct. 3-in-1 Counter Unit/Power Wing/Shipper
Item #:34000-43326

King Size:

- 72 PAYDAY Peanut Caramel Bars
- 48 REESE'S Peanut Butter Cups
- 32 KIT KAT® BIG KAT Bars
- 24 REESE'S Sticks Wafer Bars
- 24 KIT KAT® Wafer Bars
- 18 PAYDAY Chocolatey Bars

Setup Dimensions: 16.50"W x 19.50"D x 49.75"H
Consisting of four units, wingable clips and base

NOVEMBER COUNTER UNIT

ASSORTED KING SIZE



REESE'S, KIT KAT® and PAYDAY Assorted King Size 66ct. 2-in-1 Counter Unit/Power Wing
Item # 34000-99039

King Size

- 24 REESE'S Peanut Butter Cups
- 24 KIT KAT® Wafer Bars
- 18 PAYDAY Peanut Caramel Bars

Setup Dimensions: 13.1875"W x 3.875"D x 24.5313"H
Consisting of two units and wingable clips

NOV-DEC SHIPPER

HOLIDAY ASSORTED STANDARD SIZE

NEW MIX



REESE'S Trees and HERSHEY'S Santa Bars 168ct. 3-in-1 Counter Unit/Power Wing
Item # 34000-93929

Standard Size:

- 108 REESE'S Peanut Butter Trees
- 36 HERSHEY'S Milk Chocolate Santa Bars
- 24 REESE'S White Peanut Butter Trees

Setup Dimensions: 16.50"W x 15.75"D x 42.75"H
Consisting of two units and wingable clips

NOV-DEC COUNTER UNIT

HOLIDAY ASSORTED KING SIZE

NEW MIX



REESE'S Assorted King Size 72ct. 2-in-1 Counter Unit/Power Wing
Item # 34000-94082

King Size

- 48 REESE'S Peanut Butter Trees
- 24 REESE'S White Peanut Butter Trees

Setup Dimensions: 14.00"W x 4.50"D x 12.00"H
Includes wingable clips

DECEMBER SHIPPERS

SELECT ONE DISPLAY

WANT.

Hershey Core & Variety Assorted Standard Bars 258ct. Shipper
Item #: 34000-48250

Standard Size:

- 40 HERSHEY'S Milk Chocolate with Almonds Bars
- 36 HERSHEY'S Milk Chocolate Bars
- 36 REESE'S Peanut Butter Cups
- 36 KIT KAT® Wafer Bars
- 36 HERSHEY'S Cookies 'n' Creme Bars
- 36 ALMOND JOY Bars
- 20 PAYDAY Peanut Caramel Bars
- 18 REESE'S FAST BREAK Bars

Setup Dimensions: 14"W x 6.625"D x 50"H
Without riser 45.625"H



Hershey Assorted King Size 240ct. Shipper
Item #: 34000-48136

King Size:

- 36 REESE'S Peanut Butter Cups
- 34 REESE'S Sticks Wafer Bars
- 32 KIT KAT® Wafer Bars
- 30 HERSHEY'S Milk Chocolate Bars
- 30 HERSHEY'S Milk Chocolate with Almonds Bars
- 28 CARAMELLO Bars
- 28 PAYDAY Peanut Caramel Bars
- 12 WHATCHAMACALLIT Bar
- 10 ALMOND JOY Bars

Setup Dimensions: 14"W x 11"D x 50"H
Without riser 40.75"H



JOLLY RANCHER Gummies Peg Bags Assorted 48ct. Shipper
Item #: 10700-55712

- 24 JOLLY RANCHER Gummies Original Peg Bags
- 12 JOLLY RANCHER Gummies Sours Peg Bags
- 12 JOLLY RANCHER Gummies Very Berry Peg Bags

Setup Dimensions: 14.0 "W x 16.0"D x 52.0"H

NEW

2023 AMP Loyalty Program

Start Earning Rebate at 350 Points for 3.5%

Payout Every Additional 50 Points, Maximum Rebate 1,000 Points = 10%

WHY HERSHEY'S AMP PROGRAM?

MAX REBATE
6%

DISTRIBUTION – 6% (600 Points Maximum)

Hershey Candy, Mint, Gum & Snack Items

- ITEM DISTRIBUTION – 4% (400 Points Maximum)
 - Top 75 Selected Items including Seasons – 4 Points Each – 300 Points Maximum = 3%
 - Other Items up to 50 sku's – 2 Points Each – 100 Points Maximum = 1%
- ITEM COUNT GROWTH – 1% (100 Points Maximum for 10 Net New Items)
 - 10 Points per item count growth over previous year
- ITEM COUNT BONUS – 1% (100 Points Maximum)
 - Carry a minimum 100+ items each half

MAX REBATE
1%

SECONDARY MERCH OPTIONAL – 1% (100 Points Maximum)

- Hershey Exclusive End Cap – 50 Points
- Hershey Exclusive Under-the-Counter Rack – 50 Points

MAX REBATE
3%

HERSHEY PRE-PACKS – 3% (300 Points Maximum)

- Includes all Non-Seasonal and Seasonal Pre Packs
- Required months: March, May, July & September
- Select Counter Units, Power Wings or Shippers; Receive Points per Half based on what you achieve with minimum of 3 Pre-Packs

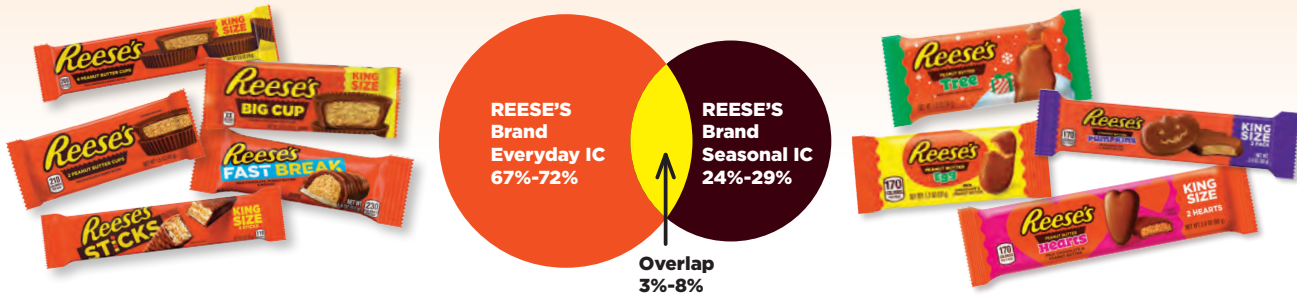
ALL COUNTER UNITS/ POWER WINGS	ASSORTMENT OF COUNTER UNITS/ POWER WINGS/SHIPPERS	ALL SHIPPERS
3 per Half – 50 Points (.5%)	3 per Half – 75 Points (.75%)	3 per Half – 150 Points (1.5%)
4 per Half – 75 Points (.75%)	4 per Half – 100 Points (1.0%)	4 per Half – 200 Points (2.0%)
6+ per Half – 100 Points (1.0%)	6+ per Half – 150 Points (1.5%)	6+ per Half – 300 Points (3.0%)

Why Seasons?

Seasons are Highly Incremental to everyday confection¹

PURCHASES OF EVERYDAY & SEASONAL ITEMS PRODUCES MINIMAL OVERLAP

% OF EVERYDAY & HOLIDAY SEASONAL CONSUMERS



EASTER 78.2% Share² Available 12/22/22-3/24/23

FIRST HALF



Item #: 34000-47362
6/24ct.



Item #: 34000-47338
6/24ct.



Item #: 34000-47322
6/36ct.



Item #: 34000-06852
6/48ct.

HALLOWEEN 73.4% Share² Available 6/16/23-10/13/23

SECOND HALF



Item #: 34000-47367
6/24ct.



Item #: 34000-47325
6/36ct.



HOLIDAY 70.1% Share² Available 8/25/23-12/8/23

SECOND HALF



Item #: 34000-47369
6/24ct.



Item #: 34000-47327
6/36ct.



REESE'S Peanut Butter Cups
1 lb., 6ct. DRT
Item # 34000-93741

1. Customer Loyalty Card last 52 weeks data ending 7/17/22

2. IRI C-Store Seasonal % Sales Contribution 52 weeks ending 7/17/22

All graphics subject to change.



CONVENIENCE 2023 Shipper Promotion Calendar

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Product	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Assorted Standard & King Size Eggs 264ct.												
REESE'S BIG CUP with REESE'S PUFFS Assorted King Size Bars 250ct.												
REESE'S NCAA® MARCH MADNESS® Assorted King Size Bars 242ct.												
HERSHEY'S Milk Chocolate Limited Edition SHE Standard Bars 288ct.												
REESE'S Creamy & Crunchy Assorted King & Standard Size Bars 288ct.												
KIT KAT® Limited Edition Assorted King & Standard Size Bars 230ct.												
REESE'S Fountain Bundle Assorted King Size Bars 228ct.												
HERSHEY'S DC™ Super Hero Assorted Standard Bars 276ct.												
REESE'S NCAA® College Football Assorted King Size Bars 242ct.												
Coffee Bundle Assorted Standard Bars 276ct.												
PAYDAY Heroes Assorted King Size Bars 218ct.												

Available Window

Suggested Retail Execution Window

▼ CUSTOMERS CHOICE ▼

ICE BREAKERS & BREATH SAVERS Assorted Gum & Mint 112ct. Any Month Shipper												
Hershey Assorted King Size Bars 240ct. Any Month Shipper												
Hershey Core & Variety Assorted Standard Bars 258ct. Any Month Shipper												
JOLLY RANCHER Gummies Peg Bags Assorted 48ct. Any Month Shipper												