

NEW
for Vending!

HERSHEY'S

Bliss[®]

standard bars!

Put this hot Retail seller in your machines.

- ~ The Trade Up category (consumers looking for a more premium chocolate product) is growing at 18.2% after the HERSHEY'S BLISS[®] Chocolates packaged candy launch.*
- ~ HERSHEY'S BLISS[®] Chocolates sold so well as a packaged candy it is now offered as a standard bar. Consumers will find this exciting new bar in retail stores. Make sure they have the opportunity to buy it from your vending machines.
- ~ HERSHEY'S BLISS[®] Chocolates offer a desirable, premium product at standard bar price.
- ~ HERSHEY'S BLISS[®] Chocolates will create consumer excitement and drive incremental sales.

NET WT 1.3 OZ (36 g)

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HERSHEY'S

Bliss[®]

HERSHEY'S

Bliss[®]

rich & creamy

milk chocolate with a meltaway center



AVAILABLE:

6/13/09

Jun Jul Aug Sep Oct Nov

OPTIMAL VENDING EXECUTION

*Source: IRI FDMx, 12 weeks ending 4/20/08

HERSHEY'S

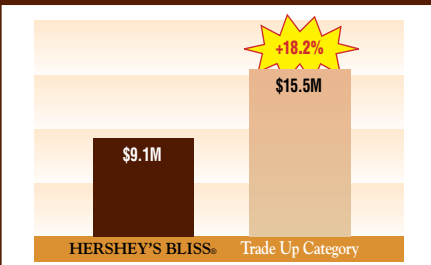
Bliss

Expand your vending selection!

Capture the trade-up consumer with this hot, new seller!

HERSHEY'S BLISS® Chocolates is adding incremental sales to the Trade Up category

Dollars change vs YAG Everyday excluding Presentation Box



Source: IRI FDMx, 12 weeks ending 5/18/2008



HERSHEY'S BLISS® Dark Chocolate

1.3 oz. Bar Item #34000-14952 12/24ct.

Case: 14.125"L x 8.563"W x 13.000"H
Case Cube: 0.909
Case Wt: 29.0 lbs

Cases per Layer: 14
Layers per Pallet: 3
Case per Pallet: 42
Pallet Gross Wt: 1,218 lbs



2 00 34000 14952 4

CASE UPC



0 349360 7

BAR UPC EXPANDED 0 34000 00936 7



0 34000 14952 0

24ct. BOX UPC



HERSHEY'S BLISS® Milk Chocolate Meltaway Center

1.3 oz. Bar Item #34000-14953 12/24ct.

Case: 14.125"L x 8.563"W x 13.000"H
Case Cube: 0.909
Case Wt: 29.0 lbs

Cases per Layer: 14
Layers per Pallet: 3
Case per Pallet: 42
Pallet Gross Wt: 1,218 lbs



2 00 34000 14953 1

CASE UPC



0 349730 2

BAR UPC EXPANDED 0 34000 00973 2



0 34000 14953 7

24ct. BOX UPC

Graphics subject to change.

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HERSHEY'S

www.hersheysvending.com

Contact your Vend Product Distributor or Hershey's Representative to order today.