



Convenience 2019 Shipper Promotion Calendar

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
HERSHEY'S GOLD RUSH Assorted King Size Bars 12 Boxes												
Pre-Priced \$1.00 Standard Bars 9 Boxes												
REESE'S NCAA College Basketball Standard & King Size Bars 13 Boxes												
Hershey U.S.O. Partnership Assorted Standard Bars 9 Boxes												
Pre-Priced 2/\$3.50 King Size Bars 12 Boxes												
Hershey FEEDING AMERICA Standard & King Size Bars 11 Boxes												
HERSHEY'S KINGS OF THE ROAD Assorted King Size Bars 12 Boxes												
Pre-Priced \$1.00 Standard Bars 9 Boxes												
REESE'S NCAA College Football Standard & King Size Bars 13 Boxes												
Hershey U.S.O. Partnership Assorted Standard Bars 9 Boxes												
Pre-Priced 2/\$3.50 King Size Bars 12 Boxes												
Hershey FEEDING AMERICA Standard & King Size Bars 12 Boxes												
Hershey Assorted King Size Skinny Tower 6 Boxes												
Hershey Assorted Standard Bars Skinny Tower 6 Boxes												
Hershey Assorted King Size Any Month Shipper 12 Boxes												
Hershey Assorted Standard Bars Any Month Shipper 8 Boxes												

Available Window
 Suggested Retail Execution Window