

To: Alyse.Thompson@candyindustry.com
Subject: The New Emoji Chocolate Bar

News Release

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New emoji chocolate bar hits the market

(HERSHEY, Pa.) - Hershey's brand has given the world a new way to use emojis starting this summer with 25 of the most popular chocolate emojis.

An iconic change for the original milk chocolate bar and featuring an emoji engraved on each piece. The new Emoji Bars will include 25 of the most popular emojis which can be used to collect, share and of course, eat.

The entire thought behind putting emoticons on chocolate bars is to enable individuals to make associations with somebody they wish to make a connection with. To have the option to gather and contrast your chocolate emoticons and loved ones or offer at a social affair. Hershey's is getting ready for this to be a limited time offer beginning the following summer for a wide range of treat sizes. This offer will be here without a moment to spare for summer and class kickoff shopping.

Discussions are the reason emoticons were the picked choice for Herseys. The motivation behind why certain emoticons made the cut and others didn't were on the grounds that every emoticon was chosen by chocoholics to highlight implications that would start discussions.

Hershey's experienced intensive research with respect to emoticons and the discoveries were extraordinary. 87 percent of children could concur that the new Emoji Bar is an absolute necessity have and couldn't want anything more than to impart the experience to other people.

“Our classic Hershey’s bars were made to be shared,” said Kriston Ohm, Senior Manager, Hershey’s Brand. Hershey plans to inspire people to make connections with those around them that can be quick and easy.

The Hershey Company is in its 125th year of being open with its headquarters in Hershey, Pa., and leads the industry in treats and bringing connections to people in the form of chocolate. Hershey is a world-wide company and has just under 20,000 employees who work to create and market quality products.

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Garrett Kidd
Company Journalist
214-999-2345
Garrett.a.k@Hersey.com