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Subject: The New Emoji Chocolate Bar

News Release

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New Emoji Chocolate Bar Hits the Market This Summer

(HERSHEY, Pa.) -- Hershey's brand has given the world a new way to use emojis starting this summer with 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 whole idea behind putting emojis on chocolate bars is to allow people to make connections with someone they wish to make a connection with. To be able to collect and compare your chocolate emojis with friends and family or share at a gathering. Hershey's is preparing for this to be a limited time offer starting next summer for all sorts of candy bar sizes. This offer will be here just in time for summer and back-to-school shopping.

Conversations are the reason emojis were the chosen option for Herseys. The reason why certain emojis made the cut and others did not were because each emoji was selected by our frequent chocoholics to feature meanings that would spark conversations.

Hershey's underwent thorough research regarding emojis and the findings were outstanding. 87 percent of kids could agree that the new Emoji Bar is a must have and would love to share the experience with others.

"Our classic Hershey's bars were made to be shared," said Kriston Ohm, Senior Manager, Hershey's Brand. Meaning that Hershey's plan 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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