



Real Ingredients. Real Ice Cream. Real Smiles.

# THE COMPLETE ICE CREAM PROGRAM FOR BUFFET

## FEATURES

### Profit And Customer Satisfaction

By offering Hershey's® great products at your location, you not only provide the best ice cream and novelty products for your customers, but expand your menu options. Use a Hershey's customized design concept to invigorate your dining locations, attract new customers, and make it the kids' favorite spot to eat.

### Great Point-of-Sale Materials

Hershey's® customized marketing and Point-of-Sale materials allow you to promote your Ice Cream program at minimal or NO COST to you.

### Prevent Menu Fatigue

Hershey's® tremendous variety of products and concepts will prevent menu fatigue and attract new customers and draw in repeating customer sales.

## BENEFITS

### Higher Profit Margins

Excite your customers with the Hershey's® brand name and quality products, which will generate higher profit margins, while lowering your food costs.

### Reduced Operating Expenses

Hershey's® COMPLETE Equipment Program will reduce operating expenses, prevent product spoilage, and increase your storage space, making your business more profitable and easing serving lines. Our FREE Equipment program will turn any location into a dessert business at no cost to your company.

### Something For Everyone

With over 100 ice cream flavors to choose from, you will be able to cater to the preference of your customers.

## EQUIPMENT AND PRODUCTS RECOMMENDATIONS

### Recommended Products & Programs

- Hershey's® Hand-Dipped Premium Ice Cream
- Hershey's® Hand-Dipped Super Premium Gold Ice Cream
- Hershey's® Novelties
- Hershey's® Insulated Foam Cups
- Tropi-Kool Smoothies
- Twisted Peaks Soft Serve Ice Cream
- Hershey's® Pre-made Ice Cream Cakes

### Free Equipment Options\*

- Angle Vision Freezer
- Visual Dipper Freezer
- 1 Door Display Freezer
- 1 Door Storage Freezer
- Buffet Cart
- Spot Merchandiser

\* BASED ON VOLUME

### Join our HOW TO Program

The HOW TO program stands for Hershey's® Optimum Way To Operate Program. When you enroll in our program, each tub of Hershey's® bulk ice cream that your purchase will earn you points towards equipment, supplies, training, and exclusive Hershey's® merchandising materials.