



# THE COMPLETE ICE CREAM PROGRAM FOR FAST FOOD

Real Ingredients. Real Ice Cream. Real Smiles.

## 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. Hershey's brand name and quality products will excite your customers and guarantee repeat business.

### **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.

### **Attract New Customers**

Hershey's Tropi-Kool Smoothies, Milkshakes, and other customized dessert concepts will enhance your dining atmosphere and attract new customers by always offering them something new. Our Feature Flavor Program will keep them coming back for more.

## 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
- Creation Station
- Tropi-Kool Smoothies
- Twisted Peaks Soft Serve Ice Cream
- Hershey's® Pre-made Ice Cream Cakes

### **Free Equipment Options\***

- Conventional Dipper Freezer
- Visual Dipper Freezer
- 1 Door Storage Freezer
- Push Cart

\* 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.