



THE COMPLETE ICE CREAM PROGRAM FOR COLLEGES & UNIVERSITIES

Real Ingredients. Real Ice Cream. Real Smiles.

FEATURES

Increased Student Satisfaction

Offering Hershey's® premium quality products will excite your students. Hershey's® hand-dipped program, as well as our novelty line will suit every students needs. Great variety means you will have something for almost any craving!

Great Point-of-Sale Materials

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

Prevent Menu Fatigue

Hershey's® tremendous variety of products and concepts will prevent menu fatigue and increase employee and visitor sales.

BENEFITS

Company-Owned Distribution System

Hershey's® large inventory and company-owned distribution system will prevent you from running out of product. Get what you want when you need it most. Let us be your One-Stop Ice Cream supplier.

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.

Keep Money on Campus

Hershey's® multiple concepts will keep your students and families' money on campus, with little or no cost to you.

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® Half Gallons, Pints, Slices, Sherbet Quarts
- Hershey's® Creation Station
- Tropi-Kool Smoothies
- Twisted Peaks Soft Serve Ice Cream
- Hershey's® Pre-made Ice Cream Cakes

- Hershey's® Insulated Foam Cups
- Brand Name Concept Partners

Free Equipment Options*

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

- Show 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.