



THE COMPLETE ICE CREAM PROGRAM FOR SCHOOLS K-12

Real Ingredients. Real Ice Cream. Real Smiles.

FEATURES

Delicious *And* Healthy Treats

Hershey's® offers a wide variety of products that meet the new National Nutritional Guidelines. By offering Hershey's® products you're providing your students with the taste they want with the nutrition they need.

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. Our price cards will get your students attention and show off the great Hershey's® products you carry!

Prevent Menu Fatigue

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

BENEFITS

Save Money & Increase Profits

Hershey's® has the largest line of products that cost you under 23¢ per serving. Our desserts can do what most others can't – save you money and increase your profits!

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.

Increased Impulse Sales

Hershey's® Buffet Carts and Novelty cases will increase employee and visitor impulse sales in all your retail operations.

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® Pints, Slices, Sherbet Quarts
- 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
- Conventional Dipper Freezer
- 1 Door Display Freezer
- Buffet Cart
- Spot Merchandiser
- Push Cart

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.

* BASED ON VOLUME
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