



THE COMPLETE ICE CREAM PROGRAM FOR BUSINESS & INDUSTRY

Real Ingredients. Real Ice Cream. Real Smiles.

FEATURES

Profit And Employee Satisfaction

By offering Hershey's® great products at your location you not only provide the best ice cream and novelty products for your employees, thus improving morale, but you also create a profit center for your business where one may not have existed. This creates a win-win situation for company owners *and* employees.

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 increase employee and visitor sales.

BENEFITS

Higher Profit Margins

Excite your employees and visitors 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.

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® Novelties
- Hershey's® Pints, Slices
- 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
- Buffet Cart
- Spot Merchandiser
- 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.