



Real Ingredients. Real Ice Cream. Real Smiles.

THE COMPLETE ICE CREAM PROGRAM FOR MILITARY

FEATURES

Higher Profits and Lower Food Costs

Offering Hershey's® premium quality products will excite your consumers and generate higher profit margins while lowering your food costs.

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

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.

Bondable Personnel

Hershey's® conducts extensive background and security checks to ensure that all our delivery personnel are bondable.

Keep Money on Base

Hershey's® multiple concepts will keep your military personnel and families' money on base, with little or no cost to you. We're proud to serve our premium products to our nation's finest.

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
- 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.