



THE COMPLETE ICE CREAM PROGRAM FOR STADIUMS

Real Ingredients. Real Ice Cream. Real Smiles.

FEATURES

Profit And Customer Satisfaction

Heat up Concession Sales with quality products that will make your patrons scream for more. Hershey's Equipment Program will create additional sales opportunities and save you the investment costs. Effective Point-of-Purchase will boost impulse sales.

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 customer and fan sales.

BENEFITS

Higher Profit Margins

Excite your fans 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 Customer Traffic

Hershey's diverse Programs, Concepts, and Product Lines will increase your customer traffic and retail sales by always offering something new to your patrons.

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® Half Gallons, Pints, Slices. Sherbet Quarts
- Creation Station
- 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
- 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.