



THE COMPLETE ICE CREAM PROGRAM FOR SUPERMARKETS

Real Ingredients. Real Ice Cream. Real Smiles.

FEATURES

Profit And Customer Satisfaction

By offering Hershey's® great products at your location you not only provide the best ice cream and novelty products for your employees, but also creates more variety for your customers. Hershey's full line of half gallons, pints, sherbets, and ice cream cakes provides you with a highly profitable and complete ice cream program.

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 sales.

BENEFITS

Higher Profit Margins

Excite your customers 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

We have Point-of-Sale materials specifically designed for supermarkets that will help increase impulse sales.

EQUIPMENT AND PRODUCTS RECOMMENDATIONS

Recommended Products & Programs

- Hershey's® Hand-Dipped Premium Ice Cream
- Hershey's® Novelties
- Hershey's® Half Gallons, Pints, Slices, Shebet 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
- 1 Door Display Freezer
- 1 Door Storage Freezer
- Conventional Dipper 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.