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Backgrounder

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Hershey Reviews Its History

The Hershey Company is one of the largest chocolate manufacturers in the world. Its chocolate is sold in over 60 countries worldwide. According to MarketWatch.com, Hershey currently has a net income of \$782.98 million, a revenue of \$7.52 billion and 16,910 employees. Hershey operates with the mission of “providing affordable chocolate, a progressive workplace, and living out a dedication to helping kids in need.” Hershey is comprised of The Hershey Company, the Hershey Entertainment and Resorts Company and the Hershey Trust Company.

The Hershey Company consists of Hershey’s chocolate and food brands. These include Hershey’s, 5th Avenue, Allan Candy, Almond Joy, Breath Savers, Brookside, Bubble Yum, Cadbury, Dagoba, Good & Plenty, Heath, Ice Breakers, Jolly Rancher, Kisses, Kit Kat, Lancaster, Milk Duds, Mounds, Mr. Goodbar, Payday, Popwell, Reese’s, Rolo, Scharffen Berger, Skor, Soffit, Take5, Twizzlers, Whoppers, York, Zagnut, Zero and Whatchamacallit. These products can be purchased online or at one of the four locations of Hershey’s Chocolate World store.

The Hershey Entertainment and Resorts Company is comprised of the entertainment group and the resorts group. Hershey Entertainment is made up of Hersheypark, ZooAmerica North American Wildlife Park, Giant Center, Hersheypark Stadium, Hershey Bears, Hersheypark Arena, Hershey Theatre, Hershey Nursery and Hershey Laundry & Dry Cleaning. Hershey Resorts is made up of The Hershey Hotel, Hershey Lodge, The Spa at The Hershey Hotel, MeltSpa by Hershey, Hershey Country Club and Hersheypark Camping Resort. The Hershey Trust Company is made up of the Milton Hershey School Trust, the Hershey Cemetery Trust, The M.S. Hershey Foundation Trust, The Hershey Store, Hershey Gardens, Hershey Community Archives and the Penn State Milton S. Hershey Medical Center.

Hershey was founded in Hershey, Pennsylvania, in 1894 by Milton S. Hershey. Being most known for Hershey Kisses, M&M’s and Reese’s Peanut Butter Cups, Hershey’s first product was Hershey Kisses created in 1907. In 1925, Mr. Goodbar was introduced, followed by Hershey’s Syrup in 1928. In 1938, the Krackel Bar was introduced, followed by the introduction of

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Hershey's Miniatures in 1939. In 1962, Hershey came out with its Hershey's Kisses holiday colored wrapping.

In 1963, Hershey purchased H.B Reese Candy Company, a company founded by an employee of Hershey, who created Reese's Peanut Butter Cups. Next in 1977, Hershey acquired Y&S Candies, the company that created Twizzlers. The following year, Hershey created Reese's Pieces, a twist on the original peanut butter cup. In 1981, Skor was introduced. In 1982, Reese's Pieces were famously featured in the film, "E.T. the Extra Terrestrial," creating the concept of product placement. In 1988, York Peppermint Pattie was acquired. In 1990, Hershey introduced Hershey's Kisses with Almonds and in 1994, Reese's Nutrageous was created. In 1996, Hershey acquired Jolly Rancher. 2003 marked the year that Hershey came out with White Reese's Peanut Butter Cups. 2005 not only was the year that Hershey acquired Scharffen Berger, but also this was the year that Michele Buck, Hershey's CEO, joined the company. In 2006, Dagoba was acquired. In 2011, Hershey acquired Brookside followed by 2015, the year that Hershey acquired Krave. In 2018, Hershey's latest activities include acquiring Skinny Pop, Pacqui Oatmega and Pirate Brands from B&G Foods, Inc. Hershey also created its Mobile Customer Insights Center this year to help vendors better understand the snack industry. Finally, in 2018, Hershey launched The HeartWarming Project, an initiative to bring together all types of people.

Hershey's leadership team is headed by Michele Buck, the current CEO and 12th president of the company. Next in line is Patricia Little, who is the senior vice president, as well as the chief financial officer. Her role is to oversee the global finance organization. Terrence O'Day is senior vice president and the chief product supply and technology officer. O'Day specializes in the engineering, manufacturing and logistics of the company. Steven Schiller is Hershey's international president, which requires him to oversee the company's international business. Todd W. Tillemans is Hershey's U.S. president. Tillemans is responsible for growing sales in the U.S. Kevin Walling is senior vice president and the chief human resources officer. Walling specializes in diversity and inclusion at the company, as well as employee engagement and the effectiveness of the internal company. Lastly, Mary Beth West is senior vice president and chief growth officer. She is responsible for the analytics, marketing and research behind Hershey.

Since Hershey, Pennsylvania, is the home of Hershey, that is where its headquarters and most of its amenities are located. The amenities located in Hershey, PA, are Hersheypark, The Hershey Hotel, Hershey Lodge, ZooAmerica North American Wildlife Park, Giant Center, Hersheypark Stadium, Hershey Theatre, The Spa at Hershey Hotel, MeltSpa by Hershey, Hershey Nursery, Hershey Laundry & Dry Cleaning, Milton Hershey School, Hershey Cemetery, The Hershey Store, Hershey Gardens, Penn State Milton S. Hershey Medical Center and Hershey Community Archives. Though not all of Hershey's amenities are found in Hershey, Pennsylvania, Hershey Country Club is in Derry Township, Pennsylvania. The Hersheypark Camping Resort is in Hummelstown, Pennsylvania. Hershey's Chocolate World Store is in Times Square, Singapore, Las Vegas and Niagara Falls. Hershey also has manufacturing plant locations in Ashland, Oregon; Hazleton, Pennsylvania; Lancaster, Pennsylvania; Memphis, Tennessee; Robinson, Illinois and Stuarts Draft, Virginia.

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Hershey's official website is www.thehersheycompany.com, which includes information regarding the history of the company, its missions and leadership. Each separate company within Hershey has its own individual website. The purpose of www.thehersheycompany.com, is to inform the public of what Hershey is doing behind the scenes. Having this website separate than www.hersheys.com, which showcases Hershey's products, is important to the company and has led to the company's success. This is because on this website, visitors can find all of Hershey's current initiatives, including creating an eco-friendlier world, decreasing malnutrition in children, the importance of women at Hershey and its transition to healthier snack choices. In addition, there is a leadership page which allows viewers to read biographies about the people who run Hershey. The website also includes the history of Hershey and information about Milton S. Hershey. This corporate website has led to the company's growth and success by allowing so much information to be available to the public to share what Hershey accomplishes besides manufacture chocolate. Another essential website to Hershey is www.hersheypark.com, a guide to Hersheypark. This website has led to the growth of Hershey because it is very useful for customers interested in visiting Hersheypark. Information regarding every ride at the park, such as the speed and time of the ride, height needed to ride and the season that the ride will be open to customers at the park is provided. In addition, this website also has information regarding other things to do besides rollercoasters, such as dining, shopping and entertainment. There is also a section about upcoming rides.

Hershey has international locations across the globe, as well. One of Hershey's most essential locations is China. China has helped contribute to the success of Hershey because in Shanghai, Hershey has its Asia Innovation Centre. This building is for testing and launching new products for customers in the Asia region. This has helped Hershey grow as a company internationally by targeting what works well for consumers in Asia. Furthermore, China is home to four manufacturing plants in Shanghai, Yudong, Zhoukou and Inner Mongolia. A second crucial location to Hershey is Mexico. In Guadalajara, Mexico, Hershey's Regional Office Headquarters is located. As well as sales offices in Mexico City, Mexico and Monterrey, Mexico. Not only this, but in Mexico is Hershey's Latin America Innovation Center which is used for testing new products and packaging concepts. This location assists with new ideas targeting an international audience a well, helping Hershey to stay aware of what international customers are interested in.

About Hershey

Everything we do is rooted in a passion for goodness — a passion that started with our founder, Milton Hershey. And, really, it just started with a few simple ideas: providing affordable chocolate, a progressive workplace, and living out a dedication to helping kids in need.

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