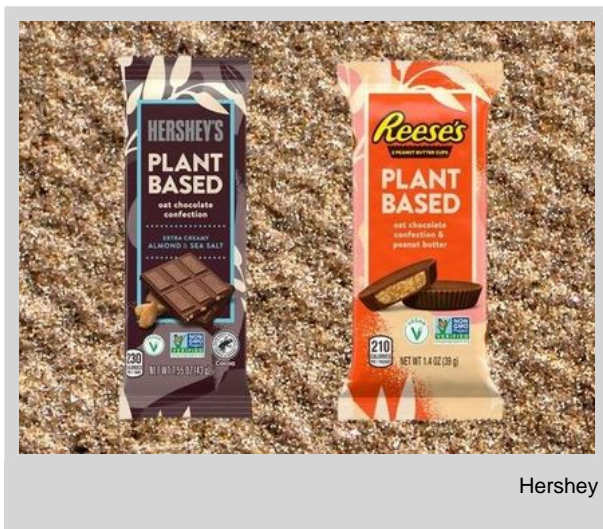


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The Hershey Company Introduces New Plant-Based Additions to Hershey's and Reese's Brands

The iconic brands' newest chocolate confections made with dairy alternatives are everything you love about milk chocolate... minus the milk

17.03.2023 - As more people reach for plant-based snacks, The Hershey Company is offering two delicious options sure to satiate their appetite for a milk chocolate alternative. Today, the legendary chocolatier is announcing the nationwide launch of *Hershey's Plant Based* and the new addition of *Reese's Plant Based*.



Whether you're vegan or simply looking to limit dairy, the iconic *Reese's* and *Hershey's* brands give you yet another melt-in-your-mouth experience with its latest treats made with dairy alternatives: *Hershey's Plant Based Extra Creamy with Almonds*

and *Sea Salt* and *Reese's Plant Based Peanut Butter Cups*.

"We are excited to introduce these delicious, plant-based options," says Teal Liu, Brand Manager of Better For You, The Hershey Company. "Our purpose is to create more moments of goodness for consumers. Those moments are now more accessible for chocolate lovers looking for plant-based alternatives."

Hershey has long offered a wide variety of choices for consumers to enjoy their favorite sweet and salty snacks for everyday moments, seasons and special occasions. To meet the changing needs of some snackers, Hershey's expertise and capabilities help us deliver more, great-tasting alternative options including portion-controlled treats, no sugar added, zero sugar, high protein and now plant based.

Plant Based is coming to shelves nationwide this spring. *Reese's Plant Based Peanut Butter Cups* are available in March, followed by *Hershey's Plant Based Extra Creamy with Almonds and Sea Salt* in April.