



HERSHEY'S
Ice Cream

**The only pre-packaged
ice cream program that gives
you all of this!**

- Increased Sales Volume
- Increased Store Traffic
- We Stock the Freezer
- We Supply Equipment
- We Save You Time
- We Save You Money
- Trusted Brand Name
- Increased Overall Satisfaction

You **WILL** make money with Hershey's® Ice Cream **REAL** ice cream products! Sell what your competition doesn't. Give your customers the great treats they love and they will buy again and again!

Hershey's Premium Ice Cream 1.5 quart containers

A great selection of delicious Hershey's® Ice Cream:

- A large variety of year-round flavors
- **Limited Edition** offerings
- Everyday low price will drive repeat sales
- These containers are packed 3 per sleeve — lower investment, lower inventory, and better flavor variety in the freezer



Ice Cream Cakes

Our ice cream cakes come in 7" round and sheet cake sizes. Delicious vanilla and chocolate ice cream with tasty chocolate crunchies.

- Large sheet cake serves 18-26
- 7" round cake serves 8-10



Hershey's® Premium Round Pints

Delicious indulgence in an “on-the-go” size that is convenient for your customers and a proven great selling item!

Our ice cream is loaded with more real fruit, real nuts and other great ingredients your customers will love.

- **Premium Flavors*** 
- **Limited Edition*** 
- **Reduced Fat/No Sugar Added*** 

- **New Interior Heat Seal** prevents tampering
- **No Sugar Added** flavors
- **Limited Edition** flavors adds variety
- **Half the price** of other premium ice cream pints and the same quality!



*Please note: Not all flavors of pints and 1.5 quart containers are available in all locations.

Signature Stick Bars & Cones

Indulgent treats that are proven top sellers year after year! From our Signature Bars to our Incredible Cone and P.Nutty®, these REAL ice cream products will make you money.



SIGNATURE COLLECTION

Chocolate Eclair

Rich chocolate center coated with creamy vanilla ice cream, and a delicious cake crunch!

Strawberry Shortcake

Strawberry center coated with creamy vanilla ice cream, and a delicious cake crunch!



CHOCOLATE
Eclair



STRAWBERRY
Shortcake



Denali ORIGINALS
MOOSE TRACKS
ICE CREAM CONE

Vanilla ice cream topped with Moose Tracks® fudge and mini peanut butter cups in a Moose Tracks® fudge lined cone. A big 6 oz!



new
FUDGY COOKIES & CREAM
ICE CREAM CONE

A big 6 oz. cone with Cookies and Cream ice cream with fudgy chocolate swirls and delicious chocolate cookie crunch.



INCREDIBLE
Cone

A long-time fan favorite in a 6 oz. cone! Chocolate and vanilla ice cream with sprinkles, in a chocolate lined sugar cone.



REAL ICE CREAM
P.Nutty
Sundae Cone

Hershey's® vanilla ice cream in a chocolate lined sugar cone, topped with chocolate and peanuts. All in a handy 4 oz. cone!

Premium 6 oz. Ice Cream Cups

Our premium six ounce cups are proven top sellers! Your customers will love the variety, ease-of-eating, and great value price. Every one is made with delicious, premium Hershey's® Ice Cream.

- #1 line of cups in the ice cream industry
- No competitor can match us



Grab-N-Go Cups with Toppings

A scoop and a half of creamy Hershey's® Ice Cream with fun, textured toppings.

Super Sundae Cups

Delicious Hershey's® Ice Cream with strawberry, chocolate, or dulce sauce.



Coming Soon!
Cookie Dough SUNDÆ



Classic Grab-N-Go Cups

A scoop and a half of creamy Hershey's® Ice Cream in your choice of two classic flavors.



Complimentary, sanitary wrapped, wooden spoons supplied in every box!



POLAR BEAR

Premium Ice Cream Sandwiches

Two BIG Sandwiches!

Your customers can pick from either our **Chocolate Chip Sandwich** with tasty chocolate chips, or our **Cookies and Cream Sandwich** with real bits of cookie dust on the inside!

- Premium Hershey's® Ice Cream
- Homemade style cookies



Two Giant Sandwiches



Mint ice cream with pieces of Andes® Creme de Menthe Chocolate bits inside chocolate wafers.

Giant
Vanilla
Premium Ice Cream Sandwich

Vanilla ice cream between two tasty chocolate wafers.

#1 Seller!
REAL ICE CREAM
VANILLA
Sandwich



Our best selling sandwich in a handy four ounce size!
Pre-Priced at 99¢.

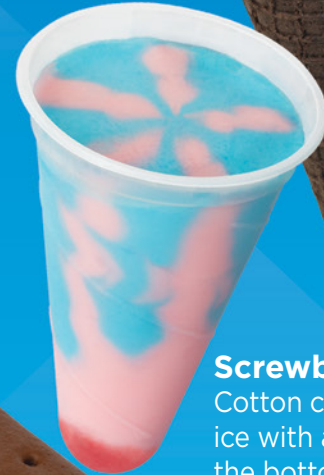
Great Value Items!



These classic bars are crowd favorites and a great value. Sell them at 2 for \$1!

SUPER
COOKIES & Cream
Ice Cream Cone

Delicious cookies & cream ice cream in a chocolate lined cone. Pre-Priced at 99¢.



Screwball
Cotton candy flavored ice with a gumball at the bottom.

MIGHTY
mini

ICE CREAM SANDWICH

This snack sized, low fat ice cream sandwich is small in size but BIG in taste!



Our REAL fruit bars feature bilingual wrappers and four great flavors! Try Strawberry, Banana Cream, Mango, and Coconut Cream.

ICE POPS



Our delicious ice pops come in six tasty flavors! Awesome Orange, Blastin' Blue Raspberry, Bold Banana, Rockin' Root Beer, Very Cherry, and Wacky Watermelon.

Increase impulse purchases with P.O.P.!

Hershey's® provides free eye-catching P.O.P. and marketing materials that grow sales.



Display products with our no cost* equipment program!

Hershey's® supplies everything from slide-top to upright freezers to hand-dipped equipment. We also provide preventive maintenance, pay for repairs, and replace any product lost due to equipment failure†.

- Preventive maintenance
- No repair costs
- Free product replacement†
- No equipment investment!

- Hershey's® delivers, stocks the freezer, and rotates the products, saving you time and money.
- Provide top quality, premium ice cream products — Improve retail sales and customer satisfaction!
- Our high quality products and selection will satisfy every craving and will increase your impulse purchases and overall sales!
- The Hershey's® brand name will improve customer recognition and improve your sales!

Don't wait any longer! Get started today!

Call Toll Free 888-240-1905 or visit www.hersheyicecream.com for more information!

Hershey's® Satisfaction Guarantee and 60 Day Pledge

Let us prove Hershey's® Ice Cream is the best choice. To convince you that Hershey's® products and programs are the best in the business, try us for 60 days.

If you are not pleased with our program, products, or customer service, we will pick up the remaining product and happily refund your money.

You have **NOTHING** to lose! You have **EVERYTHING** to gain!

Hershey's® Ice Cream
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Harrisburg, PA 17101-2815

Toll Free 888-240-1905
Fax 717-233-7195

hersheyicecream.com



Some items are only available in limited quantities. Flavor and item selection may vary by region. Please ask your sales representative about the products that are available in your area.

* Must meet volume requirements.
† Freezer must contain only Hershey's® Ice Cream products.

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