



Real Ingredients. Real Ice Cream. Real Smiles.®

# Official P.O.P. and P.O.S. Catalog

**Hand-Dipped  
Ice Cream**

**Packaged &  
Novelties**

**K-12 School  
Smart Snacks**

**Marketing  
Services**

# Your success is our success.

Since 1894 Hershey's® Ice Cream has been producing quality ice cream products. Our long and storied history would not have been possible without faithful, successful and profitable customers. That's why we value our relationships and strive to provide everything we can to guarantee your success.

Along with great ice cream products, we place emphasis on the following:

- Unmatched Customer Service
- Hundreds of REAL ice cream offerings
- A complete ice cream program
- One-of-a-kind equipment program
- Unrivaled offering of support materials

We are known in the ice cream industry as having the best P.O.P. available. We have a complete in-house marketing team that is constantly developing new items to help you in your marketing efforts. We'll help you be more successful and make more money.

Here are some other features of our P.O.P. offerings:

- The most offered of any ice cream company
- Top level creativity from our in-house staff
- All printed materials utilize the best printing processes and materials
- Our signs are printed with fade-resistant inks
- You can download pictures, posters, signs and more for free from our dealer website, that you can print and use
- Free design services for custom made signs and posters

What other ice cream company offers this much support? None.



# Hand-dipped ice cream signage

One of the keys to success in any business is great marketing. That's why we have assembled the most complete line of P.O.P. and P.O.S. material in the industry for your hand-dipped ice cream program.

Hershey's® Ice Cream is a brand name that millions of consumers know, trust and love. We help you in your quest to promote that you sell our ice cream with eye-catching signs and posters that people notice.

Here are some highlights of the products we offer for marketing hand-dipped ice cream:

- Signs and tackers
- Menu posters
- Feature Flavor posters
- Indoor and outdoor flavor boards
- Large and small flavor strips
- Table tents
- Electronic versions for your electronic menus
- Attractive freezer fronts that fit almost any decor
- Club/loyalty cards
- Gift certificates

And more!



## Hand-dipped ice cream indoor/outdoor tacker signs

These eye-catching tacker signs are printed on both sides for maximum visibility inside or out. Manufactured on durable coroplast, these signs use fade resistant inks and can be used for a normal time span of to 2-4 years.



**4' Die-cut Cone**

Dimensions: 31.4" w x 46" h

Material: Coroplast



**6' Die-cut Cone**

Dimensions: 38" w x 72" h

Material: Coroplast



**Real Milkshake Tacker**

Dimensions: 22" w x 34.8" h

Material: Coroplast

## Hand-dipped ice cream indoor/outdoor tacker signs (continued)



### 4' Die-cut Cone

Dimensions: 31.4" w x 46" h

Material: Coroplast - Printed one side

Above board comes with 10 preprinted sundae sticker ideas to place on board in designated marked areas.



### Stuffed Shakes Tacker

Dimensions: 28" w x 36" h

Material: Coroplast  
Printed two sides with shake in HIC cup on the opposite side.



### Proudly Featuring Tacker

Dimensions: 34.8" w x 22" h

Material: Heavy-duty polystyrene  
Printed both sides

# Hand-dipped ice cream indoor/outdoor vinyl banners

Our colorful banners are printed on two sides on heavy-duty vinyl with fade-resistant inks. Each banner comes with a brass grommet in each corner for easy hanging, indoors or out.



**7' Vinyl HIC Banner**

Dimensions: 72" w x 36" h

Material: Heavy-Duty Vinyl - Printed both sides



**8' Vinyl HIC Banner**

Dimensions: 96" w x 48" h

Material: Heavy-Duty Vinyl  
- Printed both sides



**12' Vinyl HIC Banner**

Dimensions: 144" w x 48" h

Material: Heavy-Duty Vinyl - Printed both sides

# Hand-dipped ice cream indoor/outdoor coroplast flavor boards

Make it easy for our customers to see what delicious Hershey's flavors you carry! Printed on durable, lightweight coroplast with fade-resistant inks, these boards are well suited for indoor or outdoor use. They go perfectly with our large, stick-on flavor strips (shown on page 11).



**8 flavor board**

Dimensions: 16" w x 24" h

Material: Coroplast - Printed one side



**24 flavor board**

Dimensions: 16" w x 24" h

Material: Coroplast - Printed one side

# Hand-dipped ice cream indoor/outdoor slide-in flavor boards

Another great option for displaying flavor choices is our slide-in flavor boards. Produced on durable fiber board, they come in many options and can easily be hung and used indoors or outdoors. They work great with our large, non-stick flavor strips via the installed plastic C-channel flavor strip holders.



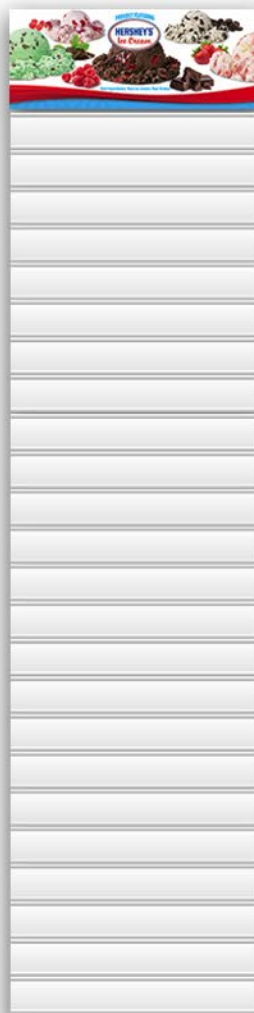
**8 flavor board**

Dimensions: 10.5" w x 17" h  
Material: Fiber Board, plastic



**16 flavor board**

Dimensions: 10.5" w x 30" h  
Material: Fiber Board, plastic



**24 flavor board**

Dimensions: 10.5" w x 43" h  
Material: Fiber Board, plastic



**32 flavor board**

Dimensions: 10.5" w x 56" h  
Material: Fiber Board, plastic



# Hand-dipped ice cream indoor/outdoor feather flag



Whether you are in a mall location or located next to a busy street, our feather flags are a great attention grabber to state the fact that you serve Hershey's Ice Cream!

Our flags use the finest, heavy-duty, durable material to prevent bleed-through where bright light can cause the image from one side to be seen on the opposite side.

The flags are available with three base options:

- Standard spike for outside in lawn/dirt areas (included)
- X-base (as shown at left) for indoor settings (optional)
- X-base with water bag for outdoor locations (optional)

Get your store noticed today!

## HIC Hand-dipped feather flag

Dimensions: 24" w x 91" h (without base)

Material: Flag - Durable Poly Mesh

Base: Varies with base choice

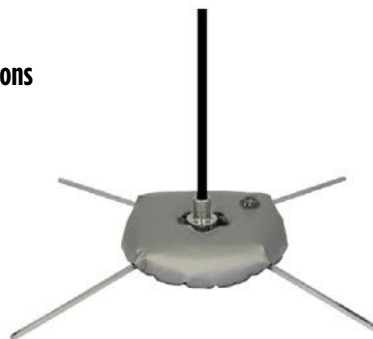


Show above is the novelty version of our feather flag located at a popular beach resort.



X-Base Option - not standard, additional purchase

## Base Options



X-Base with Water Bag Option - not standard, additional purchase



Spike Base - standard equipment

# Hand-dipped ice cream freezer fronts

Nothing will make your dipping cabinet stand out more than a Hershey's Ice Cream freezer front. The fronts are easy to attach using the supplied tape strips on the back of these items. Made with durable Polystyrene and printed with fade-resistant inks, these fronts are easily cleaned and maintained. If this design doesn't work with your motif, don't worry! See our Marketing Services section on how you can get custom made freezer fronts for your store. The design is free!



## 8 flavor dipping cabinet front

Dimensions: Built to fit Hershey's 8 flavor dipper

Material: Polystyrene - Printed one side



## 12 flavor dipping cabinet front

Dimensions: Built to fit Hershey's 12 flavor dipper

Material: Polystyrene - Printed one side



## 16 flavor dipping cabinet front

Dimensions: Built to fit Hershey's 16 hole flavor dipper

Material: Polystyrene - Printed one side

# Hand-dipped ice cream large flavor strips for coroplast and slide-in flavor boards

A picture is worth a thousand words, or in this case, a lot of ice cream sold to happy customers! Our large flavors strips feature easy-to-read text and a delicious looking product shot. These strips are available in non-stick versions (perfect for our slide-in flavor boards), or an adhesive-backed version that works great with our Coroplast flavor boards. Every flavor option we produce is available. Each product category is color-coded for easy organizing of your dipping cabinet, flavor boards, and customer shopping experience.

## Midnight Caramel River

Creamy golden vanilla and dark chocolate ice cream flooded with a thick and rich caramel swirl.

© PRODUCT OF HERSHEY OREMEY CO. - NOT AFFILIATED WITH HERSEY'S CHOCOLATE



Premium Gold

Premium

## Strawberry

Premium strawberry ice cream with chunks of real strawberries.

© PRODUCT OF HERSEY OREMEY CO. - NOT AFFILIATED WITH HERSEY'S CHOCOLATE



Yogurt

## Peanut Butter Twist

Vanilla frozen yogurt swirled with delicious peanut butter ripple.

© PRODUCT OF HERSEY OREMEY CO. - NOT AFFILIATED WITH HERSEY'S CHOCOLATE



Sorbet, Sherbet and Ice

## Rainbow Sherbet

Citrus inspired, refreshing rainbow sherbet.

© PRODUCT OF HERSEY OREMEY CO. - NOT AFFILIATED WITH HERSEY'S CHOCOLATE



### Large Flavor Strips

Dimensions: 10.5" w x 1.5" h

Material: Polystyrene - Printed one side

Adhesive backed and non-stick available.

RF/NSA

## RF/NSA Butter Pecan

Reduced fat ice cream with natural butter pecan flavoring and fresh roasted pecans, with no added sugar.

© PRODUCT OF HERSEY OREMEY CO. - NOT AFFILIATED WITH HERSEY'S CHOCOLATE



# Hand-dipped ice cream small flavor strips for dipping cabinet freezers

Produced exactly like our large flavor strips, our small strips make it easy for your customers and employees to know what flavors are in the freezer. These strips have all of the benefits of our large strips, but with the addition of printing on the back so anyone serving at your store can easily find the flavor a customer requests. These strips are also available in adhesive and non-adhesive versions. The adhesive strips can be placed directly on the freezer glass. Need to change a flavor? No problem! Just take the strip and place on a clean surface for future use! The non-stick versions are meant to be used with our plastic flavor strip holders that attach to the freezer glass from the inside.



Premium Gold



Premium



Sorbet, Sherbet and Ice



Yogurt

## Small Flavor Strips

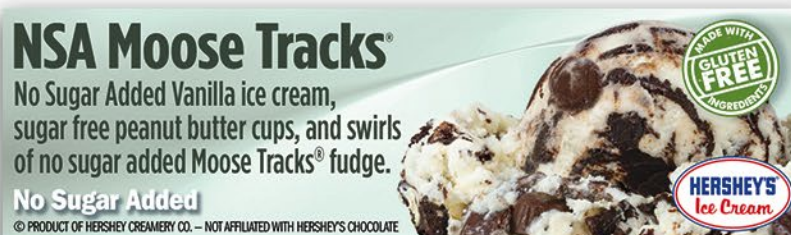
Dimensions: 4.5" w x 1.3" h

Material: Polystyrene - Printed two sides

Adhesive and non-stick available.

Flavor strip holders for non-stick available.

Talk to your Hershey's sales representative.



RF/NSA

# Hand-dipped ice cream 18" w x 24" h paper menu posters

Want to sell more ice cream? Our menu posters are designed to do just that. With delicious looking product shots and easy-to-read pricing, the only problem your customers will face is deciding on what they want! Posters can be printed for you on glossy poster paper, or we can send the completed file to you to be printed at a local office supply store or print shop. We will put in your pricing and even more options with our free marketing services!

**SCRUMPTIOUS**  
**SUNDAES**  
Made Your Way!

**LARGE \$0.00    MEDIUM \$0.00**  
**SMALL \$0.00**

Your choice of delicious toppings!

**HERSHEY'S**  
Ice Cream

Sundaes Menu

**SUPER**  
**SPLITS**  
A true classic!

**LARGE \$0.00    MEDIUM \$0.00**

Pick your flavors and toppings!

**HERSHEY'S**  
Ice Cream

Splits Menu

**ICE CREAM**  
**CAKES**  
For any occasion!

**LARGE \$0.00    SMALL \$0.00**  
Serves 18-26    Serves 8-10

Celebrate anything, anytime!

**HERSHEY'S**  
Ice Cream

Ice Cream Cakes Menu

**REAL ICE CREAM**  
**CONES, DISHES, SPLITS**

**LARGE \$0.00    MEDIUM \$0.00**  
**SMALL \$0.00**

Something for everyone!

**HERSHEY'S**  
Ice Cream

Cones, Dishes, Splits Menu

**HAND-DIPPED**  
**CONES**  
Creamy, frozen, fun!

**LARGE \$0.00    MEDIUM \$0.00**  
**SMALL \$0.00**

Waffle cone add \$0.00

**HERSHEY'S**  
Ice Cream

Cones Menu

**HAND-CRAFTED**  
**SHAKES & FLOATS**  
Creamy & delicious!

**LARGE \$0.00    MEDIUM \$0.00**  
**SMALL \$0.00**

Make one from any flavor!

**HERSHEY'S**  
Ice Cream

Shakes & Floats Menu

**CREAMY**  
**CONES, DISHES & SHAKES**  
REAL Ice Cream, Really Good!

**LARGE \$0.00    MEDIUM \$0.00**  
**SMALL \$0.00**

Any item in any flavor!

**HERSHEY'S**  
Ice Cream

Cone, Dishes & Shakes Menu

**CREAMY**  
**CONES & DISHES**  
REAL Ice Cream, Really Good!

**LARGE \$0.00    MEDIUM \$0.00**  
**SMALL \$0.00**

Check out our flavor selection!

**HERSHEY'S**  
Ice Cream

Cones & Dishes Menu

# Hand-dipped ice cream 18" w x 24" h menu posters (continued)

**CREAMY DISHES**  
REAL Ice Cream,  
Really Good!

**LARGE \$0.00**    **MEDIUM \$0.00**  
**SMALL \$0.00**  
Any flavor, any size!

**HERSHEY'S Ice Cream**

Dishes Menu

**ENTASTIC FLOATS**  
Solving thirst and  
hunger, one float  
at a time.

**LARGE \$0.00**    **MEDIUM \$0.00**  
**SMALL \$0.00**  
Choose any flavor!

**HERSHEY'S Ice Cream**

Floats Menu

**FRESH FUSION BLENJAVAS**  
Frozen java drinks & more!

**LARGE \$0.00**    **MINT CHOCOLATE MOCHA**  
The blended flavors of mint, espresso, and chocolate in a shake  
**MEDIUM \$0.00**    **CARAMEL MACCHIATO**  
Caramel, vanilla, and espresso flavors mixed in this wonderful shake  
**SMALL \$0.00**    **MOCHA MADNESS**  
Chocolate, espresso, and cappuccino flavors in this favorite drink  
**FROZEN HOT CHOCOLATE**  
Hershey's Ice Cream, Hot Chocolate flavoring and chocolate sauce

**HERSHEY'S Ice Cream**

Blenjavas Menu

**FRESH FUSION SHAKES**  
Premium Milkshakes!

**LARGE \$0.00**    **MEDIUM \$0.00**  
**SMALL \$0.00**  
A great mealtime replacement!

**HERSHEY'S Ice Cream**

Fresh Fusion Shakes Menu

**FRESH FUSION TROPICAL SHAKES**  
Cool & Fruity!

**LARGE \$0.00**    **BEACHY PEACH**  
White peaches blended with milk and ice cream  
**MEDIUM \$0.00**    **BELIZE BERRY**  
Blueberries, raspberries and strawberries mixed with ice cream & milk  
**SMALL \$0.00**    **MANGO MARINA**  
Sweet mangos infused into ice cream and milk  
**WILD ISLAND STRAWBERRY**  
Old-fashioned thick shake, with real strawberries blended into it

**HERSHEY'S Ice Cream**

Fresh Fusion Tropical Shakes Menu

**REFRESHING SMOOTHIES**  
Made with REAL  
Ice Cream!

**LARGE \$0.00**    **MEDIUM \$0.00**  
**SMALL \$0.00**  
Many fruity flavors!

**HERSHEY'S Ice Cream**

Smoothies Menu

**SKYHIGH SUNDAES**  
When it comes to  
flavor, the sky  
is the limit!

**LARGE \$0.00**    **MEDIUM \$0.00**  
**SMALL \$0.00**  
Ask about our combinations!

**HERSHEY'S Ice Cream**

Sky High Sundaes Menu

**HAND-CRAFTED MILKSHAKES**  
Creamy & Delicious!

**LARGE \$0.00**    **MEDIUM \$0.00**  
**SMALL \$0.00**  
Make a shake from any flavor!

**HERSHEY'S Ice Cream**

Milkshakes Menu

# Hand-dipped ice cream 18" w x 24" h menu posters (continued)



**SOFT SERVE ICE CREAM**  
Super soft & creamy!

**Twisted PEAKS**

**LARGE \$0.00    MEDIUM \$0.00**  
**SMALL \$0.00**

Available in cups & dishes!

**HERSHEY'S Ice Cream**

Twisted Peaks Soft Serve Menu



**HAND-DIPPED DEEP DISH APPLE**  
Creamy ice cream available for a limited time!

**HERSHEY'S Ice Cream**

**LARGE \$0.00    MEDIUM \$0.00**  
**SMALL \$0.00**

Or try it as a shake!

**HERSHEY'S Ice Cream**

Deep Dish Apple Pie Seasonal Menu



**HAND-DIPPED PUMPKIN**  
Creamy ice cream available for a limited time!

**HERSHEY'S Ice Cream**

**LARGE \$0.00    MEDIUM \$0.00**  
**SMALL \$0.00**

Or try it as a shake!

**HERSHEY'S Ice Cream**

Pumpkin Seasonal Menu



**HAND-DIPPED PEPPERMINT BARK**  
A new, seasonal favorite featuring Denali Moosetracks® Fudge swirls!

**HERSHEY'S Ice Cream**

**LARGE \$0.00    MEDIUM \$0.00**  
**SMALL \$0.00**

Or try it as a shake!

**HERSHEY'S Ice Cream**

Peppermint Bark Seasonal Menu



**HAND-DIPPED PEPPERMINT STICK**  
Holiday flavor with peppermint ice cream and pieces of mint candy!

**HERSHEY'S Ice Cream**

**LARGE \$0.00    MEDIUM \$0.00**  
**SMALL \$0.00**

Or try it as a shake!

**HERSHEY'S Ice Cream**

Peppermint Stick Seasonal Menu



**HAND-DIPPED EGG NOG**  
Our version of a classic Holiday flavor!

**HERSHEY'S Ice Cream**

**LARGE \$0.00    MEDIUM \$0.00**  
**SMALL \$0.00**

Or try it as a shake!

**HERSHEY'S Ice Cream**

Egg Nog Seasonal Menu



**HAND-PACKED ICE CREAM**  
Take us home with you!

**PINT \$0.00    QUART \$0.00**

Enjoy your favorite flavor at home!

**HERSHEY'S Ice Cream**

Hand-Packed Ice Cream to Go Menu



**TASTY TOPPINGS**  
Make it your own!

- Chopped Butterfinger
- Chopped Reeses
- Almonds
- Pecans
- Peanuts
- M&M's®
- Hot Fudge
- Caramel
- Marshmallow
- Pineapple
- Strawberries
- Chocolate Syrup
- Peanut Butter Sauce
- Cherries
- Reeses Cups
- Chocolate Chips
- Sprinkles
- Oreo® Crumbs
- Froot Loops®
- Fruity Pebbles™
- Gummie Worms
- Sour Gummie Worms
- Gummie Bears

**HERSHEY'S Ice Cream**

Toppings Menu  
(Custom made to your toppings)

# Hand-dipped ice cream electronic menus

All of our menus are also available as electronic files for your TV menu systems. We will customize the menu you need with your store's pricing on it. Need something more custom? No problem! Working with a Hershey's Sales Representative and our Marketing department, we will build what you need for free!

**CREAMY CONES & DISHES**  
REAL Ice Cream, Really Good!

**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

Check out our flavor selection!

**HERSHEY'S Ice Cream**

Cones & Dishes Electronic Menu

**CREAMY CONES, DISHES & SHAKES**  
REAL Ice Cream, Really Good!

**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

Any item in any flavor!

**HERSHEY'S Ice Cream**

Cones, Dishes & Shakes Electronic Menu

**SUPER SPLITS**  
A true classic!

**MEDIUM \$0.00**  
**LARGE \$0.00**

Pick your flavors and toppings!

**HERSHEY'S Ice Cream**

Splits Electronic Menu

**HAND-DIPPED CONES**  
Creamy, frozen fun!

**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

Add a waffle cone for only \$0.00

**HERSHEY'S Ice Cream**

Cones Electronic Menu

**REAL ICE CREAM CONES, DISHES & SPLITS**

**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

Something for everyone!

**HERSHEY'S Ice Cream**

Cones, Dishes & Splits Electronic Menu

**ICE CREAM CAKES**  
For any occasion!

**LARGE \$00.00**  
Serves 18-26  
**SMALL \$00.00**  
Serves 8-10

Celebrate anything, anytime!

**HERSHEY'S Ice Cream**

Ice Cream Cakes Electronic Menu

**CREAMY DISHES**  
REAL Ice Cream, Really Good!

**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

Any flavor, any size!

**HERSHEY'S Ice Cream**

Dishes Electronic Menu

**SCRUMPTIOUS SUNDAES**  
Made your way!

**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

Your choice of delicious toppings!

**HERSHEY'S Ice Cream**

Sundaes Electronic Menu

**HAND-CRAFTED MILKSHAKES**  
Creamy & Delicious!

**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

Make a shake from any flavor!

**HERSHEY'S Ice Cream**

Milkshakes Electronic Menu



# Hand-dipped ice cream electronic menus (continued)

**FANTASTIC FLOATS**  
Solving thirst and hunger, one float at a time.



**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

Choose any flavor!



Floats Electronic Menu

**HAND-CRAFTED SHAKES & FLOATS**  
Creamy & delicious!



**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

Make one from any flavor!



Shakes & Floats Electronic Menu

**FRESH FUSION BLENJAVAS**  
Frozen Java drinks & more!



**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

MINT CHOCOLATE MOCHA  
Mint, espresso, and chocolate in a shake  
CARAMEL MACCHIATO  
A shake with caramel, vanilla, and espresso flavors  
MOCHA MADNESS  
Chocolate, espresso, and cappuccino flavors mixed  
FROZEN HOT CHOCOLATE  
Hershey's Ice Cream, Hot Chocolate Flavored and chocolate sauce



Blenjavas Electronic Menu

**FRESH FUSION TROPICAL SHAKES**  
Cool & Fruity!



**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

BEACHY PEACH  
White peaches blended with milk and ice cream  
BELIZE BERRY  
Blueberries, raspberries and strawberries mixed with ice cream & milk  
MANGO MARINA  
Sweet mango blended into ice cream and milk  
WILD ISLAND STRAWBERRY  
Old-fashioned thick shake, with real strawberries blended into it



Fresh Fusion Tropical Shakes Electronic Menu

**FRESH FUSION SHAKES**  
Premium milkshakes!



**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

A great mealtime replacement!



Fresh Fusion Shakes Electronic Menu

**REFRESHING SMOOTHIES**  
Made With REAL Ice Cream!!



**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

Many fruity flavors!



Fresh Fusion Smoothies Electronic Menu

**SKYHIGH SUNDAES**  
When it comes to flavor, the sky is the limit!



**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

Ask about our combinations!



Sky High Sundaes Electronic Menu

**SOFT SERVE ICE CREAM**  
Super soft & creamy!



**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

Available in cups and dishes too!



Twisted Peaks Soft Serve Electronic Menu

**HAND-DIPPED DEEP DISH APPLE**  
Creamy ice cream available for a limited time!



**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

Or try it as a shake!



Seasonal Deep Dish Apple Pie Electronic Menu

# Hand-dipped ice cream electronic menus (continued)

**HAND-DIPPED PEPPERMINT STICK**  
 Holiday flavor with peppermint ice cream and pieces of mini candy!



**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

Or try it as a shake!



Seasonal Peppermint Stick Electronic Menu

**HAND-DIPPED PEPPERMINT BARK**  
 A new, seasonal favorite featuring Denali Moosetracks Fudge swirls!



**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

Or try it as a shake!



Seasonal Peppermint Bark Electronic Menu

**HAND-DIPPED PUMPKIN**  
 Creamy ice cream available for a limited time!



**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

Or try it as a shake!



Seasonal Pumpkin Electronic Menu

**HAND-DIPPED EGG NOG**  
 Our version of a classic Holiday flavor!



**SMALL \$0.00**  
**MEDIUM \$0.00**  
**LARGE \$0.00**

Or try it as a shake!



Seasonal Egg Nog Electronic Menu

**HAND-PACKED ICE CREAM**  
 Take us home with you!



**PINT \$0.00**  
**QUART \$0.00**

Enjoy your favorite flavor at home!



Hand-Packed Take Home Electronic Menu

**TASTY TOPPINGS**  
 Make it your own!



- Chopped Butterfinger®
- Chopped Reeses® • Almonds
- Pecans • Peanuts • M&M's®
- Hot Fudge • Caramel
- Marshmallow • Pineapple
- Strawberries • Chocolate Syrup
- Peanut Butter Sauce • Cherries
- Reeses Cups • Chocolate Chips
- Sprinkles • Oreo® Crumbs
- Froot Loops® • Fruity Pebbles™
- Gummie Worms
- Sour Gummie Worms
- Gummie Bears



Toppings Electronic Menu  
 (Custom made to the toppings you offer)

# Hand-dipped ice cream “It’s More than...” 18”w x 24”h posters

Our “More Than...” posters are a great way to get customers hungry for ice cream! The beautiful posters are frame ready, printed on glossy poster paper and boast delicious Hershey’s Ice Cream. Need a digital version? Just ask!



Ice Cream  
More Than Menu



Cone  
More Than Menu



Shake  
More Than Menu



Split  
More Than Menu



Sundae  
More Than Menu

# Sky High Sundaes " 18" w x 24" h paper posters

With today's on-the-go society, our Sky High Sundaes are perfect! It's a traditional and delicious Hershey's Sundae in a cup! If you're serving these great treats we have the posters for you.



Banana Split Sky High 18"x24" Menu



Crazy for Caramel Sky High 18"x24" Menu



Fudgy Cookies & Cream Sky High 18"x24" Menu



Sky High Full Line 18"x24" Menu

## Indoor full-color table tents

Hershey's also offers sets of table tents as shown below. These are perfect for parlors, restaurants, diners and more! These table tents come precut and scored for easy folding. A convenient built-in tab system makes them easy to assemble as well. These enticing table tents are printed on a heavy-weight paper with vibrant inks. Each pack of the "More Than" tents comes with 1 of each design. The "Proudly Featuring" tent comes 25 to a pack.



### **"More Than" Table Tents**

Dimensions: 4.25" w x 7.5" h after folding

Material: Heavyweight Paper - Printed one side

Each pack contains one of each design

### **"Proudly Featuring" Table Tents**

Dimensions: 4.25" w x 7.5" h after folding

Material: Heavyweight Paper - Printed one side

Each pack contains 25 tents of same design

# Gift Certificates

Hershey's gift certificates are a must for any business selling our hand-dipped ice cream. Available in 1, 5, and 10 dollar denominations they are a perfect addition to your customer service options.



## Gift Certificates

Dimensions: 6" w x 2.5" h

Material: Paper - Printed one side

Each pack contains 100 of the same certificate

## Other Certificates

We also have various other certificates that are great for many uses. You can use them at your store or work with local schools, medical/dental practices and more, to have them to hand out and gain more incoming traffic.



**Above & Beyond Certificate**  
 Dimensions: 6" w x 2.5" h  
 Material: Paper - Printed one side  
 Each pack contains 100 certificates



**V.I.P. Discount Certificate**  
 Dimensions: 6" w x 2.5" h  
 Material: Paper - Printed one side  
 Each pack contains 100 certificates



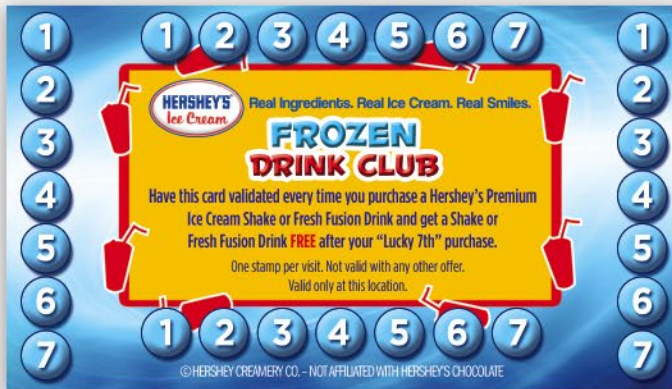
**Bravery Certificate**  
 Dimensions: 6" w x 2.5" h  
 Material: Paper - Printed one side  
 Each pack contains 100 certificates

# Frequent User Club Cards

Every consumer loves to be rewarded for their loyalty. Discounts and freebies are some of the things that keeps customers coming back again and again. Our Frozen Drink Club and Scoops & Smiles Club cards do just that!

These handy cards are printed on a standard business card paper stock for easy storage in a customer's wallet. We suggest using a unique punch tool (not supplied) to prevent fraud.

Don't forget to promote your Club Cards with our great counter cards found on page 25.



## Frozen Drink Club Card

Dimensions: 3.5" w x 2" h

Material: Business Card stock - Printed one side

Each pack contains 100 cards



## Scoops & Smiles Club Card

Dimensions: 3.5" w x 2" h

Material: Business Card stock - Printed one side

Each pack contains 100 cards



# Easel-backed Counter Cards

Counter cards are very effective when placed properly. While a customer is waiting to be served they can read about the additional services and items you provide! Each counter card comes preprinted on heavy fiber board with a built-in easel for easy set up.



Gift Certificates Counter Card



Scoops & Smiles Club Counter Card



Frozen Drink Club Counter Card



Take Home Hand-packed Counter Card



Ice Cream Cakes Counter Card

## Counter Cards

Dimensions: 5.5" w x 8" h

Material: Fiber Board & paper stock - Printed one side

Built-in easel back as shown at right



## Additional die-cut decals for doors and windows

These die-cut decals, when placed strategically, are some of the quickest ways to let hungry consumers know that you have Hershey's Ice Cream in your store!



**Proudly Featuring Hershey's® Ice Cream Decal**

Dimensions: 18" w x 10" h

Material: Decal material - Printed one side



**Push/Pull Die-Cut Hand-dipped Decal**

Dimensions: 6" w x 3.25" h

Material: Decal material - Printed two sides



**Hershey's® Ice Cream Large Oval Decal**

Dimensions: 17" w x 10.5" h

Material: Decal material - Printed one side

# Shake Shop Concept P.O.P. material

If you're looking for a different, yet branded look, you must check out our Shake Shop concept. The Shake Shop gives you an opportunity to have a unique type of store while still branding with the known and loved Hershey's Ice Cream name! What you see here is just a small sampling of the types of materials we can produce for you. Almost all of our Shake Shop materials are designed to your size specifications at no charge!



Shake Shop Counter Graphic



Shake Shop Wall Graphic



Shake Shop Freezer Front Graphic



Shake Shop Electronic Menu and gloss paper menu posters



To learn more about this great concept, talk to you local Hershey's Sales Representative today!

# Packaged & Novelties signage

Hershey's Ice Cream is known for some of the most delicious and quality novelties and packaged products for almost 100 years. The same dedication that we put into these products is carried through into our signage to help you market them.

Take a look at what we offer and compare it to the competition. You will quickly see why we are known for our top-of-the-line design and signage. This comes from our highly-experienced in-house design team studying trends and keeping up with the latest design software.

The result is a listing of novelty and package P.O.P. and P.O.S. materials that will help you market to your customers and be more profitable. Our line of material includes:

- Indoor and Outdoor signs
- Novelty boards that attach to our attractively wrapped floor freezers
- Stick on novelty inserts for the above boards or other use
- Die-cut decals that attract attention
- Corner-cut, adhesive door/window displays



## Novelty and Package die-cut decals

The best way to spur sales is to advertise in store. These die cut decals stand out and make your customer's hungry. They also create a great "road map to the freezer" for your customers!



**Polar Bear Chocolate Chip Sandwich  
Die-Cut Decal**

Dimensions: 5" w x 9.7" h  
Material: Decal material  
- Printed both sides



**Polar Bear Cookies & Cream  
Sandwich Die-Cut Decal**

Dimensions: 5" w x 9.7" h  
Material: Decal material  
- Printed both sides



**Prepackaged Ice Cream Cakes Die-Cut Decal**

Dimensions: 8" w x 8" h  
Material: Decal material  
- Printed one side

# Novelty and Package die-cut decals for pints

Our redesigned pints are setting sales records! Here's your chance to promote these great selling items with eye-catching, die-cut decals!



**"Dig In!" Pints Vertical Die-Cut Decal**

Dimensions: 7.387" w x 9" h

Material: Decal material

- Printed both sides



**New Look Pints Horizontal Die-Cut Decal**

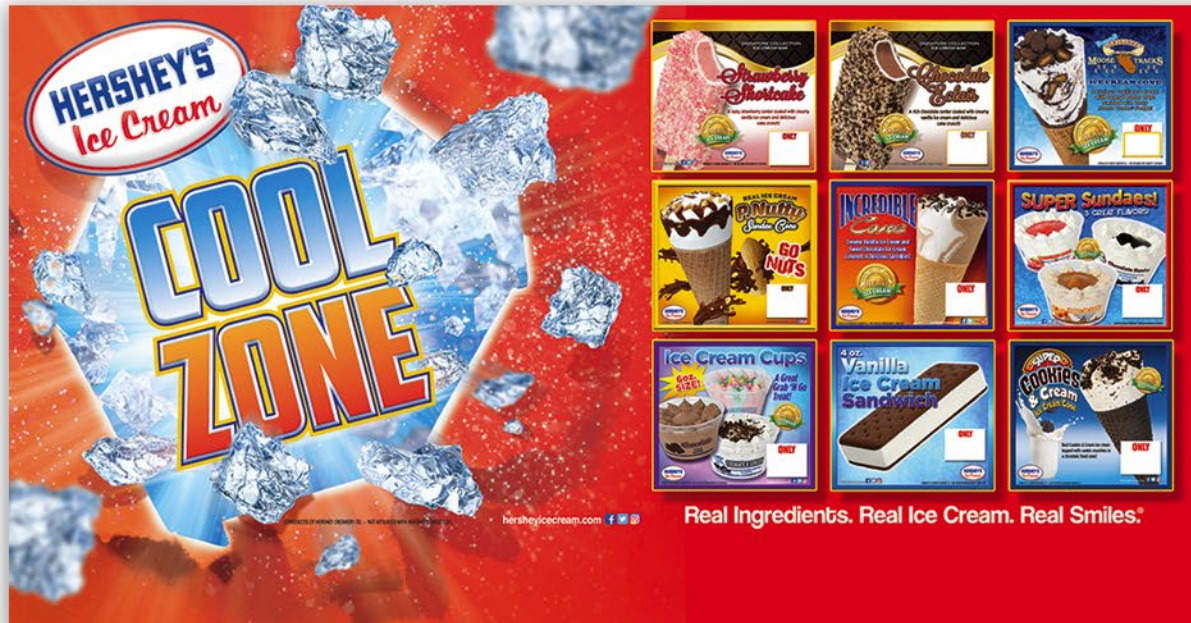
Dimensions: 10" w x 6.25" h

Material: Decal material

- Printed one side

# Novelty Insert Coroplast board for floor freezers

This eye-catching piece comes preprinted with our top novelty items already on the board. However, if your store needs a different set of products, we have a complete line of novelty insert decals that can be placed on this board over top the items you do not sell. A great way to advertise Hershey's novelties!



## Hershey's BCS Backer Board

Dimensions: 44.5" w x 23" h

Material: Coroplast - Printed both sides  
Comes with two C-channel plastic holders  
to affix the sign to the back of the freezer



# Novelty Insert Decals

Our novelty insert decals are perfect for advertising our delicious novelties in your store in many locations. They can be used on our BCS Backer Board, on freezer door glass, front doors, windows and more! They come finished with a high-gloss coating that is easy to clean and protects the decal from staining and moisture.



Strawberry Shortcake Novelty Insert Decal



Chocolate Eclair Novelty Insert Decal



Moose Tracks® Cone Novelty Insert Decal



P.Nutty® Cone Novelty Insert Decal



Incredible Cone Novelty Insert Decal



6 oz. Ice Cream Sundae Cups Novelty Insert Decal



6 oz. Ice Cream Cups Novelty Insert Decal



4 oz. Vanilla Sandwich Novelty Insert Decal

## Novelty Insert Decals

Dimensions: 6" w x 5.5" h

Material: Decal material - Printed one side



# Novelty Insert Decals (continued)



Cookies & Cream 6 oz. Cup Novelty Insert Decal



Green Mint Sundae 6 oz Cup Novelty Insert Decal



Chocolate Chip Polar Bear Sandwich Novelty Insert Decal



Cookies & Cream Polar Bear Sandwich Novelty Insert Decal



Giant Vanilla Sandwich Novelty Insert Decal



Fudjo® Bar Novelty Insert Decal



Banjo Bar Novelty Insert Decal



Orange Blossom® Bar Novelty Insert Decal

## Novelty Insert Decals

Dimensions: 6" w x 5.5" h

Material: Decal material - Printed one side

# Novelty Insert Decals (continued)



Tropi-Kool Fruit Bars Novelty Insert Decal



Awesome Orange Ice Pop Novelty Insert Decal



Blastin' Blue Raspberry Ice Pop Novelty Insert Decal



Bold Banana Ice Pop Novelty Insert Decal



Very Cherry Ice Pop Novelty Insert Decal



Rockin' Root Beer Ice Pop Novelty Insert Decal



Wild Watermelon Ice Pop Novelty Insert Decal



Giant Andes® Mint Ice Cream Sandwich Novelty Insert Decal

## Novelty Insert Decals

Dimensions: 6" w x 5.5" h

Material: Decal material - Printed one side

# Novelty Insert Decals (continued), and other misc. decals



Mighty Mini Ice Cream Sandwich  
Novelty Insert Decal



Fudgy Cookies & Cream Cone  
Novelty Insert Decal



"Dig in" Real Ice Cream Pints  
Novelty Insert Decal

**Novelty Insert Decals**  
Dimensions: 6" w x 5.5" h  
Material: Decal material  
- Printed one side



**One Dollar or Less Die-Cut Decal**  
Dimensions: 5" w x 9" h  
Material: Decal material - Printed one side



**Push/Pull Die-Cut Novelty Decal**  
Dimensions: 6" w x 4.75" h  
Material: Decal material - Printed both sides

## Novelty & Packaged Indoor/Outdoor Tacker Signs

Hershey's indoor/outdoor tacker signs are designed to sell product. With bright and colorful eye-catching graphics these signs are sure to get noticed. All of our tacker signs are printed on durable, lightweight coroplast material with fade resistant inks. Easy to hang and built to last 2-4 years!



Cotton Candy 6 oz. Ice Cream Cup  
Indoor/Outdoor two-sided Tacker  
Same image on both sides

**Cotton Candy 6 oz. Ice Cream Cup**  
**Indoor Outdoor Die-Cut Tacker Sign**  
Dimensions: 24.827" w x 34" h  
Material: Coroplast - Printed both sides



Cookies & Cream 6 oz. Ice Cream Cup  
Indoor/Outdoor two-sided Tacker  
Above shows side A



Dulce DeLeche 6 oz. Ice Cream Cup  
Indoor/Outdoor two-sided Tacker  
Above shows side B

**Cookies & Cream/Dulce DeLeche 6 oz. Ice Cream Cup**  
**Indoor Outdoor Die-Cut Tacker Sign**  
Dimensions: 22" w x 31.5" h  
Material: Coroplast - Printed both sides

## Novelty & Packaged Indoor/Outdoor Tacker Signs (continued)



**"Dig In" Pint Indoor/Outdoor Die-Cut Tacker Sign**

Dimensions: 30" w x 30" h

Material: Coroplast - Printed both sides



**Premium Pint Indoor/Outdoor Tacker Sign**

Dimensions: 16" w x 30" h

Material: Coroplast - Printed both sides



**Bursting Pint Indoor/Outdoor Die-Cut Tacker Sign**

Dimensions: 16" w x 30" h

Material: Coroplast - Printed both sides

## Novelty & Packaged Indoor/Outdoor Tacker Signs (continued)



**P. Nutty® Indoor/Outdoor Die-Cut Tacker Sign**

Dimensions: 18" w x 36" h

Material: Coroplast - Printed both sides



**Large Cool Zone Indoor/Outdoor Tacker Sign**

Dimensions: 24" w x 48" h

Material: Coroplast - Printed both sides



**Small Cool Zone Indoor/Outdoor Tacker Sign**

Dimensions: 14" w x 28" h

Material: Coroplast - Printed both sides

## Novelty & Packaged Indoor/Outdoor Tacker Signs (continued)



**Two For One Dollar or Less Menu Indoor/Outdoor Die-Cut Tacker Sign**

Dimensions: 17" w x 26" h

Material: Coroplast - Printed both sides



**One Dollar or Less Menu Indoor/Outdoor Die-Cut Tacker Sign**

Dimensions: 15" w x 27" h

Material: Coroplast - Printed both sides



**Polar Bear Sandwich Die-Cut Indoor/Outdoor Tacker Sign**

Dimensions: 17" w x 25" h

Material: Coroplast - Printed both sides

# Novelty & Packaged Die-Cut Corner 12.5" w x 12.5" h Decals

Doors and windows can be some of the most effective spaces for advertising. This places a message near eye level for most consumers. Our line of die-cut corner decals enable you to promote your road map to the freezer in even more effective ways. These are printed double-sided on durable, stick-on, thin plastic.



6 oz. Ice Cream Cups Corner Decal



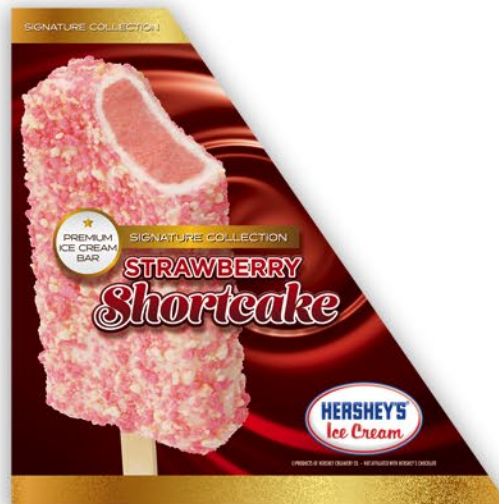
Premium Chocolate Eclair Bar Corner Decal



Moose Tracks® Cone Corner Decal



Polar Bear Chocolate Chip Sandwich Corner Decal



Premium Strawberry Shortcake Bar Corner Decal



Premium Round Pints Corner Decal



# Novelty & Packaged Box Labels and Shelf Talkers

One of the many services our sales team and merchandisers provide is putting appropriate box labels and shelf talkers in your upright freezers to properly display Hershey's great products. You don't have to do anything other than talk to your local Hershey's Sales Representative about getting these in your store!



Shown here are just a few of the many box labels we provide free of charge. Your Hershey's representative will place these on the front of the boxes that sit on upright freezer shelves.



Hershey's shelf talkers are a great addition to either a Hershey's upright freezer or your own. A Hershey's representative will affix these to the wire shelving units for high visibility of your Hershey's products!

# Smart Snacks In Schools signage

When it comes to K-12 school Smart Snack desserts and marketing, no one offers more than Hershey's Ice Cream. We've been helping schools be profitable and market products before Smart Snacks were ever introduced.

We understand the challenges school's face to distribute healthy meals that kids enjoy and want to purchase, while remaining on the plus side of the balance sheet. That's why we extend the same expertise and care that we put into our premium product's marketing materials into our school program.

We offer a host of marketing resources to schools free of charge. We also extend our design services in the same way to produce custom materials when needed.

Here's a sampling of what we offer to all the K-12 schools we serve:

- Large Posters
- Small Posters
- Free large menu signs
- Free small menu signs
- Reusable stickers for above menus provided free
- Downloadable books that tell you about our products and includes free mini posters to print and display at your school to boost sales

and more!...



# Smart Snacks 11" w x 17" h Gloss Paper Posters

Our Smart Snacks in Schools posters are designed to be engaging, fun, and informative for students. Our products are unbelievably delicious so we take great care in portraying that in every poster we make. These color posters give schools a strong tool they can use to sell more products and be more profitable!



Brownie Batter Sandwich  
Smart Snacks in Schools 11" w x 17" h poster



Salted Caramel Brownie Crunch Bar  
Smart Snacks in Schools 11" w x 17" h poster



All Natural Cotton Candy Bar  
Smart Snacks in Schools 11" w x 17" h poster



Juice Rush Cups  
Smart Snacks in Schools 11" w x 17" h poster

## Smart Snacks 11" w x 17" h Gloss Paper Posters (continued)



Chocolate Scooter Bar  
Smart Snacks in Schools 11" w x 17" h poster



Cookies & Cream Cone  
Smart Snacks in Schools 11" w x 17" h poster



Fudge-O Bar  
Smart Snacks in Schools 11" w x 17" h poster



Llama Party Sandwich  
Smart Snacks in Schools 11" w x 17" h poster

## Smart Snacks 11" w x 17" h Gloss Paper Posters (continued)



Vanilla Chocolate Twist Cone  
Smart Snacks in Schools 11" w x 17" h poster



Strawberry Scooter Bar  
Smart Snacks in Schools 11" w x 17" h poster



Cookies & Cream Cone  
Smart Snacks in Schools 11" w x 17" h poster



Cookies & Cream Ice Cream Sandwich  
Smart Snacks in Schools 11" w x 17" h poster

## Smart Snacks 11" w x 17" h Gloss Paper Posters (continued)



Grab a Cone  
Smart Snacks in Schools 11" w x 17" h poster



Cotton Candy Twister Cup  
Smart Snacks in Schools 11" w x 17" h poster



Fruit Punch Freeze Polar Blast Bar  
Smart Snacks in Schools 11" w x 17" h poster

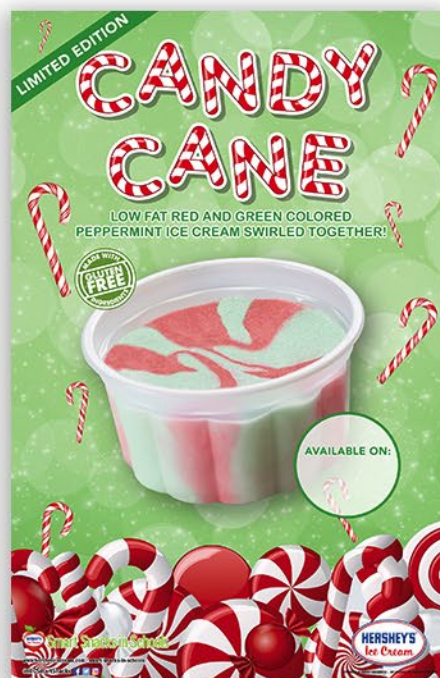


Tropi-Kool Fruit Bars  
Smart Snacks in Schools 11" w x 17" h poster

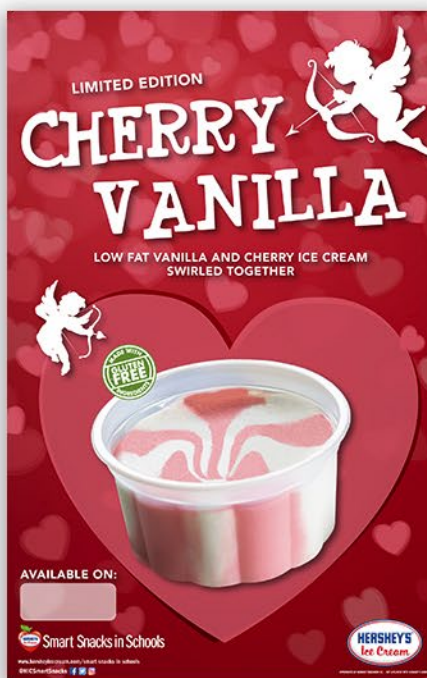
## Smart Snacks 11" w x 17" h Seasonal Cup Gloss Paper Posters



Spooky Sundae Seasonal Cup  
Smart Snacks in Schools 11" w x 17" h poster



Candy Cane Seasonal Cup  
Smart Snacks in Schools 11" w x 17" h poster



Cherry Vanilla Swirl Seasonal Cup  
Smart Snacks in Schools 11" w x 17" h poster



Spring Party Seasonal Cup  
Smart Snacks in Schools 11" w x 17" h poster

All of our school posters can be downloaded and printed for free! Just visit our comprehensive Smart Snacks Resource Page at:  
<https://www.hersheyicecream.com/smart-snacks-in-schools/resources.html>

## Smart Snacks 18" w x 24" h Gloss Paper Posters

Want more impact? Use our larger 18" w x 24" h posters to get students to notice the great products for sale in your cafeteria!



Chocolate Scooter Bar  
Smart Snacks in Schools 18" w x 24" h poster



Cookies & Cream Cone  
Smart Snacks in Schools 18" w x 24" h poster



Strawberry Scooter Bar  
Smart Snacks in Schools 18" w x 24" h poster



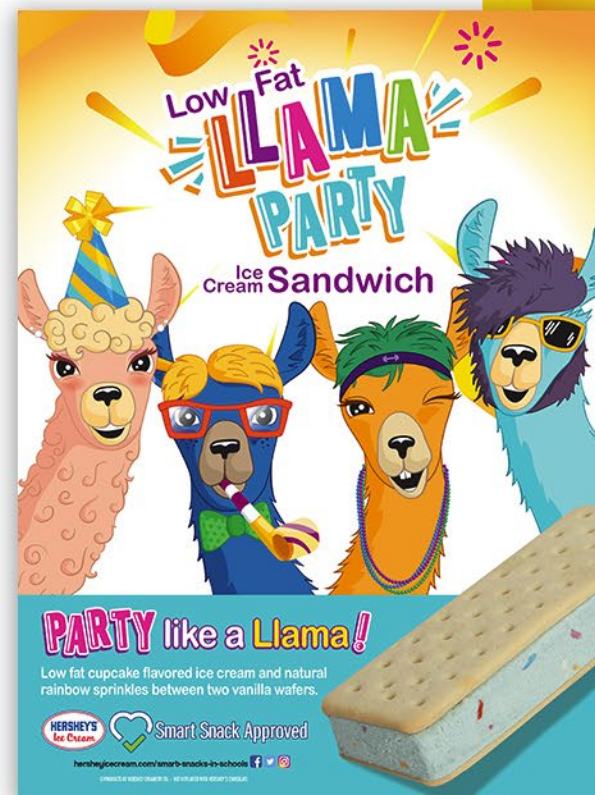
# Smart Snacks 18" w x 24" h Gloss Paper Posters



Vanilla Chocolate Twist Cone  
Smart Snacks in Schools 18" w x 24" h poster



Patriot's Day Juice Rush  
Smart Snacks in Schools 18" w x 24" h poster



Llama Party Sandwich  
Smart Snacks in Schools 18" w x 24" h poster

# Smart Snacks Menu Boards with reusable stickers

Our school menu boards are an easy way to show students and staff what is available. They are printed on durable coroplast material and come preprinted with the items your school carries! If you want to change a product, we make reusable stickers that can easily be placed over top the old or out of stock item!



Smart Snacks in Schools 24" w x 32" h menu poster



Smart Snacks in Schools 11" w x 17" h menu poster



### Smart Snacks in Schools reusable stickers

These handy stickers are made in two different sizes to fit the boards shown at left.

We make stickers for every school product we sell as well as other promotional stickers if you have spaces that are not filled with a product sticker. When not using a sticker, simply place it on a clean, dry surface for later use.

Pricing is easy with the blank price area on each sticker. You can choose to write in the price or ask our salesperson about free stick-on price stickers!

**The above boards and stickers are provided to all the K-12 schools we serve free of charge!  
Talk to your local Hershey's Sales Representative to learn more.**

## Smart Snacks Freezer Wraps

If your school's cafeteria has the room and meets our volume requirements, we will place an attractively wrapped freezer in your school for free!

Each Smart Snacks freezer wrap is designed to showcase our products and grab the interest of students to help you sell more product.



# Hershey's<sup>®</sup> marketing services

When it comes to marketing services within the ice cream industry, Hershey's Ice Cream is at the top. When it comes to excellent, professional, **free** marketing services, we stand alone.

Sure you can go with a franchise and get free signs and other promotional materials, but how much do you pay for them? A lot!

Hershey's has invested a lot of time and money to put together an in-house marketing team that is second to none. A team with over 65 combined years of marketing and design expertise that produce materials that sell product.

We not only use this team for our own promotional projects and packaging, but we offer their services to all Hershey's dealers. Plus, there is no cost for their design time. On top of that, many times a final printed piece is also free, or passed onto our dealers at our cost, with NO markup.

Here's just a partial list of what we provide free of charge:

- Design of custom signs
- Design of wall menus
- Design of electronic menus
- Custom poster design
- Custom freezer front design
- Custom wall graphics design
- Custom window graphics design
- Custom banner design



## Marketing Services Custom Sign Design

Our marketing team produces hundreds of custom signs and projects every year for Hershey's dealers. Below are just some of the many custom designs at no cost to places that sell our products.



### Mini Golf Directional Sign

This directional sign helped alert consumers in a busy area where the golf center was located, as well as promote the fact that they sell Hershey's Ice Cream.



### Feature Flavor Promotion Sign for Parlor

A parlor called "Creamy" wanted to promote birthdays by featuring our Birthday Cake ice cream. We produced this poster using their branded cups. The parlor loved it!



### Product Offering Attention Grabber Directional Sign

A restaurant with an island theme tasked us with coming up with a tall, attention-getting sign that they could place outside their location to attract customers and show what Hershey's products they offered. The sign was a hit and did the job in attracting more customers, pointing people in the right direction.

# Marketing Services Custom Wall Menus

We specialize in producing custom wall menus that match a location's look and produce results. Why not see what we can do for you!



## Hand-Dipped Custom Wall Menu

We have many occasions where a certain look is needed to blend into the store motif. The above hand-dipped ice cream is a great example of that.

## Novelty Custom Wall Menu

Carrying through with keeping to a store's motif, this rustic looking menu was a hit at the Charlestown Rathskeller store. The pricing circles allowed easy access for the store to add their own pricing.



## Fund Raising Wall Menu

We work with more than just stores that sell hand-dipped ice cream or our ice cream novelties. This wall menu was created for a sports organization to showcase the available items for purchase to help sponsor a team.

# Marketing Services Custom Wall Menus (continued)



## Island Theme Wall Menu System

This wall menu system was designed for the same restaurant that Hershey's designed a directional sign for (shown on page 53). Once again the island theme was carried into the menus shown here,



## Custom Products Wall Menu System

The above menus show the diverse design skills of our team. This particular parlor makes their own unique products using Hershey's® Ice Cream. They also had an existing branded look that had to be carried through into the design. We helped by giving them tips on how to shoot their products, and from there we did the rest.

# Marketing Services Custom Electronic Menus

Electronic menus are now the way to do menus in a quick service restaurant (QSR). They attract more attention than normal board menus and allow for changing your message without a costly sign redo. Let our team help you develop your electronic menus!

**Dough Life**  
EDIBLE COOKIE DOUGH

**Stuffed Shakes**  
PROUDLY FEATURING  
**HERSHEY'S**  
Ice Cream

**Cookie Dough**

Hershey's® Chocolate Chip Cookie Dough ice cream made into a premium milkshake, with a rim of chocolate hazelnut spread, topped with chocolate sauce, cookie dough pieces, a chocolate cookie, and whipped cream.

**Dough Life**  
EDIBLE COOKIE DOUGH

**Stuffed Shakes**  
PROUDLY FEATURING  
**HERSHEY'S**  
Ice Cream

**S'Mores**

Hershey's® Chocolate ice cream made into a premium milkshake, with a rim of marshmallow sauce, topped with chocolate sauce, graham cracker pieces, mini marshmallows, chocolate bar pieces, and whipped cream.

**Dough Life**  
EDIBLE COOKIE DOUGH

**Stuffed Shakes**  
PROUDLY FEATURING  
**HERSHEY'S**  
Ice Cream

**Strawberry Cheesecake**

Hershey's® Strawberry Cheesecake ice cream made into a premium milkshake, with a rim of icing, topped with strawberry sauce, strawberry pieces, graham cracker crumbs, and whipped cream.

**Dough Life**  
EDIBLE COOKIE DOUGH

**Stuffed Shakes**  
PROUDLY FEATURING  
**HERSHEY'S**  
Ice Cream

**Cookies & Cream**

Hershey's® Old-Fashioned Vanilla ice cream made into a premium milkshake, with a rim of Nutella®, topped with chocolate sauce, cookie crumbs, cookie pieces, and whipped cream.

**Dough Life**  
EDIBLE COOKIE DOUGH

**Stuffed Shakes**  
PROUDLY FEATURING  
**HERSHEY'S**  
Ice Cream

**Salted Caramel**

Hershey's® Midnight Caramel River ice cream made into a premium milkshake, with a rim of caramel sauce, topped with caramel sauce, mini pretzels, caramel popcorn, and whipped cream.

**Dough Life**  
EDIBLE COOKIE DOUGH

**Stuffed Shakes**  
PROUDLY FEATURING  
**HERSHEY'S**  
Ice Cream

## Dough Life Electronic Menus

When Dough Life wanted to start selling our great new line of Stuffed Shakes they turned to us to help us market them on their TV menu system. The menus shown here are displayed on separate TV screens within the store, and tied in with their existing branded identity.



# Marketing Services Custom Electronic Menus (continued)



## Ben's Pretzels® Electronic Menus

Ben's Pretzels wanted an ice cream partner that could do it all. They wanted a premium product that is known and loved by consumers, great customer service and marketing support. After looking at the competition they chose Hershey's. The electronic menus shown above can be seen throughout their many locations.

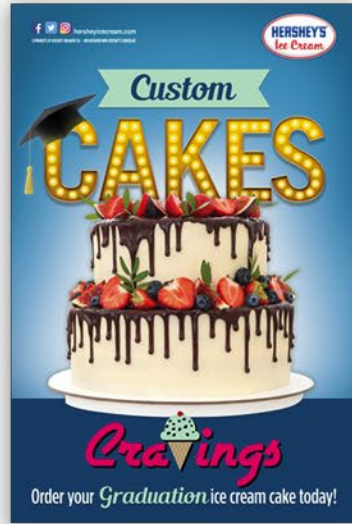
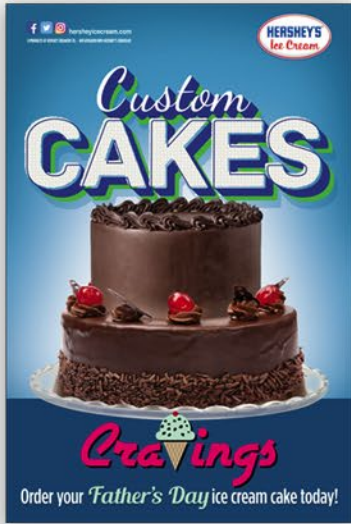


## PJ's Electronic Menus

PJ's is a busy restaurant in Pensacola, Florida. After adding Hershey's Ice Cream to their menus they also looked to us to create their electronic menu system. Once again we carried through their current branded look while adding our own creative touches. The results were loved by all and increased their sales.

# Marketing Services Custom Posters

Posters have been part of the life blood of effective marketing and advertising for many years. Our marketing and design team prides itself on producing the most eye-catching and attractive posters around. More importantly they help to sell products!



## Cravings Custom Ice Cream Cake Posters

Cravings is a popular parlor in Chicago that makes some of the most incredible ice cream cakes using our ice cream. Utilizing supplied photos from them, we created these posters for special promotions tied into Father's Day and Graduation Day.



## Custom Feature Flavor Ice Cream Posters

A busy ice cream shop in a major city wanted to have a unique look for feature flavor ice cream posters. They were thrilled with the designs we did and had one made for every flavor they serve.

# Marketing Services Custom Freezer Graphics

If you need a custom designed freezer front or decal wrap to match your current branded look that's no problem! We've created custom designs for businesses and schools of all sizes!



## New Jersey Casino

As part of a complete new look for where a large resort and casino had a former ice cream company, we developed this freezer front to go with a total new design of their retail space. You can see more about this later in our Mock-ups section.

## Six Flags Amusement Parks

Some custom freezer graphics are less complex. Six Flags like our branded look so all they wanted us to do was to place their logo at the top of the design and replace the pictures of the products to what was being sold in their parks.



## Arcadia University

We serve hundreds of colleges and universities. Along with our complete ice cream program many enjoy having their freezers match their school colors and logo as seen above.



## Restaurant Freezer Front

Need to spice up your ice cream offerings? Let us design a custom freezer front for you. Our imagination is unlimited and so are the sales you will get from a branded freezer!

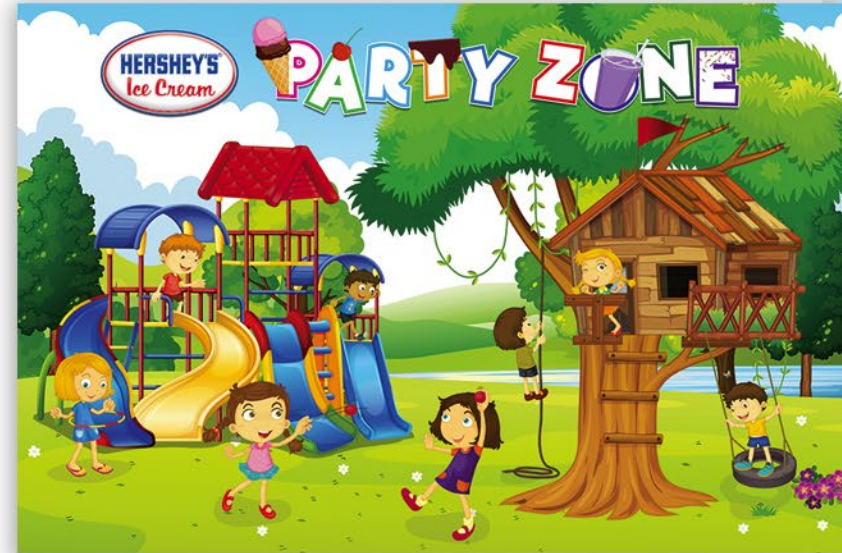
# Marketing Services Custom Wall Graphics

Wall graphics make a huge impact. Below are just a few of the many designs we have done. The R.O.I. more than offsets the cost of these large graphics. Let us design one for your business and watch the sales increase!



## Disney World, Florida

Disney has some of the most creative people working for them worldwide. However, when it came to designing wall graphics to sell ice cream in a converted Disney Store, they turned to us to handle the job!



## Parlor Wall

One of our parlors specializes in birthday parties for kids. They wanted a fun graphic to put on the wall where the parties were held. The above graphic achieved that for them.



## Parlor Wall

Another parlor wanted an eye-catching graphic that would entertain both kids and adults alike while dining in their establishment. Our marketing team designed this large wall graphic to be engaging and fun.

# Marketing Services Custom Window Graphics

We also specialize in window graphics! We make window graphics to custom fit your window/door size. They are available in stick-on decals, or perforated material that show the image on the outside but let you see through from the inside. Perfect when outside visibility is needed for security.

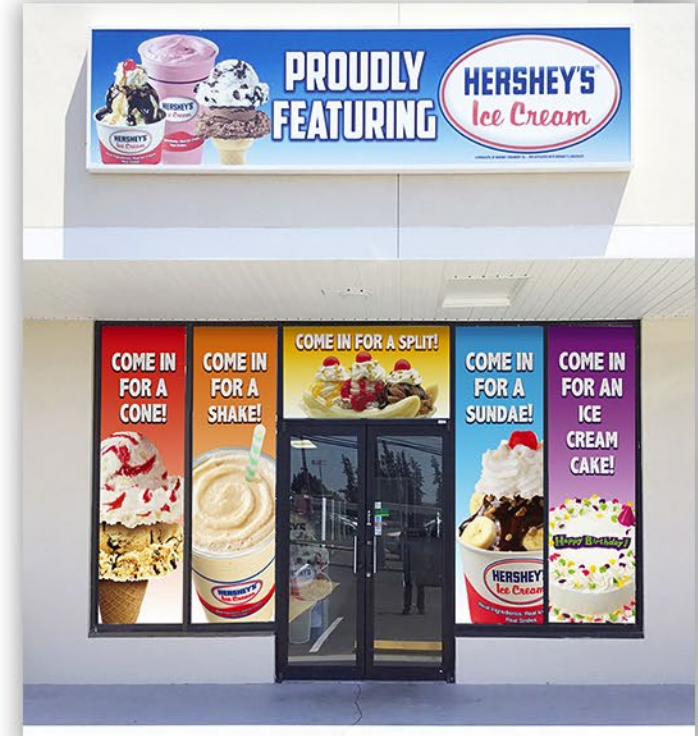


## Parlor Window

The above graphic was designed for a parlor that had a large window in the front of their store. They wanted the perforated style so while inside the parlor their guests could still see out.

## College C-Store

We developed this attractive window/door decal for a major college that wanted their students and staff to see the great Hershey's products available in their campus store.



## Parlor Windows

This is a great example of our sign creating abilities and window graphic designs. The store owner wanted what products he offered to be easily visible from the outside.

## Marketing Services Custom Window Graphics (continued)



### C-Store Front Window and Freezer Door Graphics

When a small C-Store chain wanted to promote our products we worked with them to come up with graphics that would promote their limited time offerings on Hershey's products. We made matching graphics for the front doors of the store and the freezer doors where the product was available for sale.



### Country Store Window Graphics

For a rural country store in North Carolina that sells everything from hardware items to groceries, we worked to capture the essence of the store as well as the surrounding community. The store has a lot of front facing windows and wanted to promote Hershey's in almost every window.

# Marketing Services Custom Banners

If you need an indoor/outdoor custom banner we've got you covered. We do banners of all sizes and types. From large hanging banners to stand-up banners that you see at trade shows, we do it all! Best of all, the design is free!



## New Item Banner

A parlor that is currently selling our hand-dipped ice cream wanted to announce to their customers that they were now adding our fantastic soft serve Twisted Peaks. This vinyl banner hung outside their store for weeks.



## Attention Grabbing Banner

The Corner Creamery is a great parlor that operates in a busy area and competes for attention with other businesses. We designed this banner for them to help them stand out from the crowd.



## AA Baseball Concession Banner

The Oklahoma City Dodgers get a lot of hungry fans attending their ballgames. By placing a large, eye-catching banner near their concession stand that we designed, they increased their ice cream product sales.



## Mobile Parlor Banner

The Hang Out is a mobile vending truck made out of an old converted school bus and operates at the Florida beaches. We designed this banner to hang on the bus while they are feeding hot and hungry customers.

# Marketing Services Store Mock-up

When investing in a business, we understand the money involved and all of the decisions that have to be made. That's why we offer our design services to people who either don't have the visualization skills or money to hire an interior designer. Take a look at just a couple of mock ups we have done.



Before



Hershey's mock-up

## Ice Cream Parlor Makeover

The owner of this parlor bought the store from a previous Hershey's dealer. Realizing the store needed updating they turned to us to help them create the environment that they had envisioned.



Before



Hershey's mock-up

## New Jersey Casino Parlor Makeover

Earlier in the catalog we showed a freezer front that was developed as part of a whole new look for a large casino/resort in New Jersey. The owners were unsatisfied with the current sales of the ice cream company that was currently occupying the space. They chose us to replace them and asked us to come up with a concept look that would be more upscale and attractive to their visitors and guests. We created the Premium Gold concept look shown here and they adopted it down to the last detail!



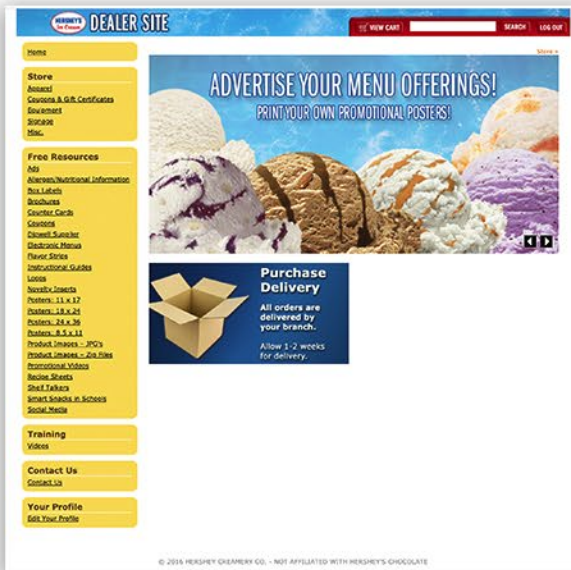
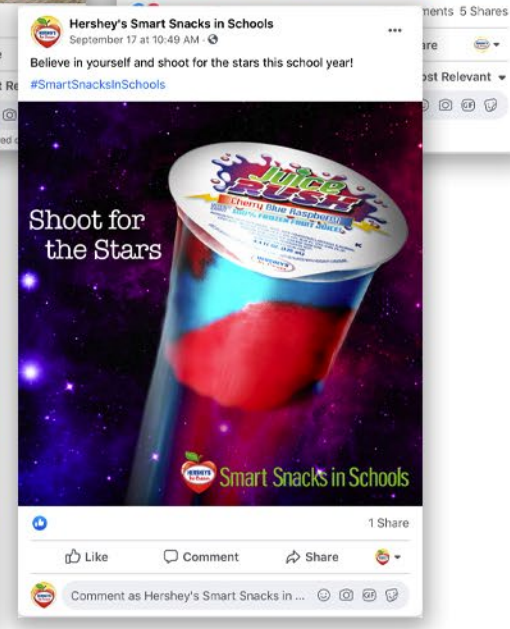
# Additional Marketing Services

Whether or not you do your own social media marketing we are here to help! Several times a week we post on our Hershey's Ice Cream Facebook page and our Smart Snacks in Schools page.

If you are a Hershey's dealer you are free to take any of our posts and repost to your page for free! It's just one more way we make it easy for schools and businesses to market our products. We also do Twitter and Instagram!

Additionally, we have a comprehensive dealer website (shown below) that you can sign up and use for free. Download free images, posters, etc, as well as purchase items needed to run your ice cream business.

Everything we do is designed to save you money, save you time and make you more money!



# Thank you!

We hope you've enjoyed our catalog. We also hope that it shows the dedication Hershey's® Ice Cream takes when it comes to your success.

We value all our customers and want them to be as profitable as possible. That's why we provide:

- Quality products
- Unmatched customer service
- Unrivaled equipment program
- Top of the line marketing material and services

We consider ourselves the "ice cream experts." After all, we've been doing this since 1894. Let us put this experience to work for you.

Contact your local Hershey's Sales Representative today or call 1-888-240-1905.

