

Summer season brings new Hershey launches



HERSHEY'S KISSES Patriotic Edition, in partnership with Team USA, will be available in a "Share" pack size and a "Party" pack size

The Hershey Company World Travel Retail is presenting three new products exclusively for the US travel retail market, at the 2024 Summit of the Americas. Following a robust domestic performance, Hershey's is introducing two versions of the HERSHEY'S KISSES Patriotic Edition, in partnership with Team USA, along with a medium pack size extension of the popular Kit Kat Milk Chocolate Miniatures Pouch range. These products are designed to cater to the increasing consumer demand for unique confectionery items during summer travels and aim to boost sales.

The HERSHEY'S KISSES Patriotic Edition features the iconic milk chocolates in Stars and Stripes foil wrappers with "USA!" plumes, reflecting a vibrant patriotic theme. Available in Share Pack and Party Pack sizes, these special edition KISSES resonate with patriotic travelers looking to celebrate with a familiar brand. This launch follows Hershey's renewal of its Team USA partnership in 2022, affirming its support through the LA28 Olympic and Paralympic Games. As anticipation builds for the Olympic & Paralympic Games Paris 2024 in July and August, Hershey's is proud to support our US Olympic and Paralympic athletes.



KitKat Milk Chocolate Miniatures Pouch line will now be available in a medium pack size, targeting families and travelers

Rebecca Wong, Global Director World Travel Retail at The Hershey Company, said, “We are excited to launch HERSHEY’S KISSES Patriotic Edition in the US Travel retail market. We are privileged to be supporting this truly cultural moment around the world. Travelers are seeking out new, exclusive, and colorful designs in confectionery, and we are confident that this edition will drive incremental growth for Hershey and the confectionery category. We look forward to engaging travelers with our uniquely patriotic campaign across the US and creating moments of goodness for families throughout the summer season.”

Expanding its offerings, Kit Kat has added a medium pack size to its Milk Chocolate Miniatures Pouch line, targeting families and travelers seeking convenient snack options. This addition is part of a strategic effort to enhance visibility and availability in travel retail locations, showcased in permanent Kit Kat wall bays and gondolas.

Both the HERSHEY’S KISSES Patriotic Edition and the new Kit Kat Milk Chocolate Miniatures Pouch will soon be available, with first deliveries expected in July 2024.