

# The Hershey Company counts down to 'I Love Reese's Day'



The Hershey Company is set to celebrate international 'I Love Reese's Day' on May 18.

According to the company, consumer appetite and demand for the "anything-but-ordinary" Reese's peanut butter and chocolate confection is growing. To mark the 2024 festivities, The Hershey Company is celebrating the breadth of the Reese's portfolio with a suite of brand-led activations globally, and also highlighting the width of its portfolio to cater for all tastebuds.

'I Love Reese's Day' has its origins in 2010 when The Hershey Company sponsored an online petition, rallying support from 40,000 fans to establish an international day of celebration for Reese's Peanut Butter Cups on May 18.

Rebecca Wong, Global Director World Travel Retail at The Hershey Company, commented, "With such an expansive portfolio, Reese's, defined by the iconic combination of peanut butter and chocolate, truly has something for everyone. Our dedication to enhancing traveler satisfaction and experience drives our continuous consumer-centered innovation. Over the last 125 years we have developed industry-leading capabilities to create the best peanut butter and chocolate products, ensuring that we continuously grow to provide new ways for fans to enjoy their favorite treats. I invite all our fans to join us in celebrating 'I Love Reese's Day' and create more moments of goodness together."

The company is well-placed to cater to the demand for peanut butter, with a growing Reese's product line in world travel retail. Suited to diverse consumer preferences, the offering includes Reese's Milk Chocolate Peanut Butter Cups and Reese's Milk Chocolate Peanut Butter Giant Bar, an oversized chocolate bar introduced as the first-ever Reese's tablet. In addition, the company unveiled two new products in world travel retail in 2023: Reese's Peanut Butter Cup THiNS, which are 40% thinner than regular REESE'S and available in both milk and white chocolate, and a new innovation, Reese's Milk Chocolate Peanut Butter Dipped Pretzels.

'I Love Reese's Day' activations running in travel retail until the end of May include Frankfurt Airport. The activations aim to amplify awareness and excitement among consumers, while educating retailers about the extensive breadth of Reese's offerings. Decked out in the brand's signature orange color, the gondolas are strategically located at retail spaces in airports, prominently displaying Reese's treats.