

# HERSHEY'S

FUND RAISING

# BRAND POWER

PUT IT TO WORK FOR  
YOUR FUNDRAISER

*It's Easy to Raise Funds  
with HERSHEY'S Candy*

*Put HERSHEY'S brand power to  
work for your next fundraiser.  
Nothing sells like these top-  
selling brands from HERSHEY'S!*

*And find out how your group or  
organization can earn a great big  
incentive: a 5-lb HERSHEY'S  
Milk Chocolate Bar.*



# HERSHEY'S

MILK CHOCOLATE  
and  
MILK CHOCOLATE with ALMONDS

*The #1 Selling Pure Milk  
Chocolate Brand*

Source: Nielsen xAOC+C (all reporting outlets)  
52wks ending 11/29/14



*The #1 Selling  
Chocolate Brand*

Source: Nielsen xAOC+C (all reporting outlets)  
52wks ending 11/29/14



*The #1 Selling  
Wafer Bar*

Source: Nielsen xAOC+C (all reporting outlets)  
52wks ending 11/29/14



*The #1 Selling  
Licorice Brand*

Source: Nielsen xAOC+C (all reporting outlets)  
52wks ending 11/29/14

# BRAND PROFITS

## 30-COUNT XL CARRIER

### BIG BARS. BIG BRANDS. BIG PROFITS!

## HERSHEY'S XL Fund Raising Assortment

30-Count Carrier includes these XL Items:

- 8 REESE'S Peanut Butter Cups
- 8 HERSHEY'S Milk Chocolate with Almonds Bars
- 8 KIT KAT® Wafer Bars
- 6 TWIZZLERS Strawberry Twists



Contact us today to learn about our exciting programs, and how you can earn a big 5-lb HERSHEY'S Milk Chocolate Bar!



Please Contact:

Lori Genaro  
Kids in Communities Fundraising  
[lori@kidsincommunities.com](mailto:lori@kidsincommunities.com)  
800-694-3054