



# CONVENIENCE 2024 Shipper Promotion Calendar

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Assorted Standard & King Size Eggs 240ct.	12/1/23-3/22/24											
REESE'S BIG CUP filled with Caramel Assorted King Size Bars 218ct.	12/1/23-3/15/24											
REESE'S NCAA® MARCH MADNESS® Assorted King Size Bars 210ct.	12/1/23-4/5/24											
HERSHEY'S Assorted Standard Bars 240ct.	1/19/24-3/15/24											
REESE'S Olympic Shapes Assorted King Size Bars 216ct.	1/5/24-3/8/24											
HERSHEY'S Assorted Standard Bars 252ct. Shipper	2/23/24-3/29/24											
REESE'S Fountain Bundle Assorted Standard Size Bars 240ct.	2/23/24-4/26/24											
KIT KAT® Limited Edition Assorted King Size Bars 230ct.	3/22/24-5/3/24											
REESE'S NCAA® College Football Assorted King Size Bars 210ct.	2/23/24-6/28/24											
KIT KAT® Coffee Bundle Assorted Standard Size Bars 240ct.	4/19/24-7/12/24											
PAYDAY Heroes Assorted King Size Bars 218ct.	1/5/24-12/27/24											
REESE'S Peanut Butter Cups Assorted King Size Bars 230ct.	5/17/24-6/28/24											
KIT KAT® Donut Assorted King Size Bars 230ct.	6/28/24-9/29/24											
KIT KAT® Coffee Bundle Assorted Standard Size Bars 240ct.	7/19/24-10/6/24											
KIT KAT® Donut Assorted King Size Bars 230ct.	8/9/24-10/6/24											
KIT KAT® Coffee Bundle Assorted Standard Size Bars 240ct.	9/5/24-11/29/24											
PAYDAY Heroes Assorted King Size Bars 218ct.	10/25/24-12/13/24											

Available Window  
 Suggested Retail Execution Window

## ▼ CUSTOMERS CHOICE ▼

ICE BREAKERS & BREATH SAVERS Assorted Gum & Mint 112ct. Any Month Shipper	AVAILABLE 1/5/24-12/27/24											
Hershey Assorted King Size Bars 240ct. Any Month Shipper	AVAILABLE 1/5/24-12/27/24											
WANT. Hershey Core & Variety Assorted Standard Bars 258ct. Any Month Shipper	AVAILABLE 1/5/24-12/27/24											
JOLLY RANCHER & TWIZZLERS Assorted Peg Bags 72ct. Any Month Power Wing	AVAILABLE 1/5/24-12/27/24											

HERSHEY 2024 CONVENIENCE

AMP

ACHIEVE MAXIMUM POINTS



## Why Hershey's AMP Program?

- Newly enrolled stores see significant unit and dollar increases vs. PY; +15.6% and +19.9% respectively
- Focus on the "What Drives Sales":
  - Item Distribution Growth up to a 6% rebate
  - Pre-packs Merchandising - earn up to a 3% rebate
- Full year, by quarter planning to drive program flexibility
- High levels of national advertising and enhanced consumer promotions in 2024

### CATEGORY OUTLOOK

CMG and Salty Snacks represent **58% of all snacking sales in C-Stores**<sup>1</sup>

Both King & Standard Sizes are Preferred by Shoppers<sup>4</sup>

### CMG PROFITABILITY

Candy is **highly impulsive** and **highly profitable** with a short purchase cycle<sup>2</sup>

Candy has a high average **Gross Margin of 49%**, greater than packaged beverages, salty snacks, tobacco products and beer<sup>2</sup>

### CMG & SALTY SNACKS HAVE THE HIGHEST HOUSEHOLD PENETRATION

CMG - 98.4%    Salty Snacks - 98.8%<sup>3</sup>

### DISPLAY & TPR (temporary price reduction)

Display & TPR are the **primary promotional tactics** for CMG

### 64% OF CONFECTION PURCHASES COME FROM THE PRIMARY AISLE

**Sales by Location:** 64% Primary Aisle / 36% Secondary Location<sup>5</sup>



## Start Earning Rebate at 350 Points for 3.5%

Payout Every Additional 50 Points, Maximum Rebate 1,000 Points = 10%

MAX REBATE 6%

### DISTRIBUTION – 6% (600 Points Maximum)

#### Hershey Candy, Mint, Gum & Snack Items

ITEM DISTRIBUTION – 4% (400 Points Maximum)

- Top 75 Selected Everyday Items – 4 Points Each – 300 Points Maximum = 3%
- Other Items up to 50 SKU'S – 2 Points Each – 100 Points Maximum = 1%

ITEM COUNT GROWTH – 0.5% (50 Points Maximum)

- 10 Points per Net New Item, Up to 5 Net New Items – 50 Points Maximum

FULL YEAR SEASONAL PARTICIPATION BONUS – 0.25% (25 Points Maximum)

- Earn 25 Points per half by maintaining or growing net SKU count in each season\*

ITEM COUNT BONUS – 1.25% (125 Points Maximum)

- Earn 125 Points for carrying a Minimum of 100 Hershey Items each half

MAX REBATE 1%

### SECONDARY MERCH OPTIONAL – 1% (100 Points Maximum)

- Hershey Exclusive End Cap – 50 Points
- Hershey Exclusive Under-the-Counter Rack – 50 Points

MAX REBATE 3%

### HERSHEY PRE-PACKS – 3% (300 Points Maximum)

- Includes all Non-Seasonal and Seasonal Pre-Packs
- Required months: March, May, July & September
- Select Counter Units, Power Wings or Shippers; Receive Points per half based on what you achieve
- Minimum 3 pre-packs per half to qualify for points
- Maximum of 300 Points combined per half

#### ALL COUNTER UNITS/ POWER WINGS

- Earn 15 Points for each Counter Unit/Power Wing

#### ALL SHIPPERS

- Earn 40 Points for each Shipper

WHY HERSHEY'S AMP PROGRAM?

1. IRI Total C-Store 52 W/E 1/1/23 2. NACS Convenience Store Industry Report 2022 3. NACS Total US All Outlets 52 W/E 12/27/20  
 4. Leading C-Store Loyalty Card Data, Nielsen 5. Videomining 2022

\*1st Half – Easter, 2nd Half – Halloween & Holiday

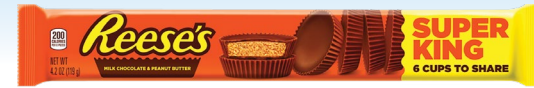
# REQUIREMENT #1 ITEM DISTRIBUTION – 6% = 600 Points Maximum

- Featuring Hershey's Top 75 Items 4 Points Each = 300 Points
- All other Hershey Items = 2 Points Each = 100 Points

- Item Count Growth – 0.5% 50 Points Maximum
- Item Count Bonus – 1.25% 125 Points Maximum

**PRIORITY  
ITEMS RUN  
LEFT TO RIGHT**

## SUPER KING BAR<sup>1</sup>

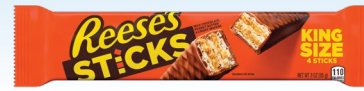


34000-94158

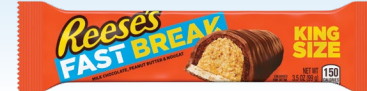
## KING SIZE BARS<sup>1</sup>



34000-48000



34000-20200



34000-20350



34000-43095



34000-22600



34000-22100



34000-22000



10700-80726



34000-48011



34000-05240



34000-19639



34000-38611



34000-48501



34000-05220



34000-22900



34000-24521



34000-41200



34000-53103



34000-10932



34000-22300



10700-85854



34000-05210



10700-06065



34000-49006



34000-94314



34000-22621



34000-53107



10700-80428



34000-28800

## STANDARD SIZE BARS<sup>1</sup>



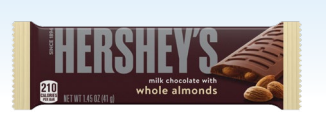
34000-44000



34000-24000



34000-24600



34000-24100



34000-23900



34000-15251



10700-80723



34000-00320



34000-00330



34000-24700



34000-24400



10700-06147



34000-43369



34000-24300



34000-02641



34000-00370

## PEG BAGS<sup>2</sup>



10700-70230



34000-54402



34000-11641



34000-54413



34000-43290



34000-54443



10700-70262



10700-55710



10700-55709

## TAKE HOME<sup>2</sup>



34000-47056



34000-99662



34000-56002



34000-17038



34000-44265

## GUM<sup>1</sup>



34000-70102



34000-70077



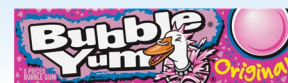
34000-70103



34000-70104



34000-70106



34000-71114

## MINT<sup>1</sup>



34000-72060



34000-72062



34000-72123



34000-72335



34000-71413

## GRAB N GO<sup>1</sup>



34000-99718



34000-21460



34000-21461



34000-21753

# Q1 Minimum of 1 Pre-Pack – March Required

# Q2 Minimum of 1 Pre-Pack – May Required

## JANUARY SHIPPERS OPEN MONTH-SELECT ONE DISPLAY (See Mixes on Page 9)

**Hershey Assorted King Size 240ct. Shipper**  
Item #: 34000-48136

Setup Dimensions: 15.875"W x 12.25"D x 50.0"H  
Without riser 40.75"H

**Hershey Core & Variety Assorted Standard Bars 258ct. Shipper**  
Item #: 34000-48250

Setup Dimensions: 16.25"W x 9.75"D x 50.0"H  
Without riser 45.625"H

**ICE BREAKERS & BREATH SAVERS Assorted Gum & Mints 112ct. Shipper**  
Item #: 34000-93931

Setup Dimensions: 14.0"W x 20.0"D x 50.0"H

**JOLLY RANCHER & TWIZZLERS Assorted Peg Bags 72ct. Power Wing With Base**  
Item #: 10700-55718

Setup Dimensions: 14.0"W x 16.0"D x 52.0"H with header

## APRIL SHIPPER HERSHEY'S ASSORTED STANDARD SIZE

**HERSHEY'S Assorted Standard Bars 240ct. 3-in-1 Counter Unit/Power Wing/Shipper**  
Item #: 34000-94477

Standard Size:

- 72 HERSHEY'S Milk Chocolate Celebrate SHE Bars
- 36 REESE'S Peanut Butter Cups
- 36 KIT KAT® Wafer Bars
- 36 HERSHEY'S Milk Chocolate with Almonds Bars
- 36 HERSHEY'S Cookies 'n' Creme Bars
- 24 HERSHEY'S Milklicious Bars

Setup Dimensions: 16.5"W x 19.0"D x 42.0"H  
Consisting of three units, wingable clips and base

**NEW MIX**

## APRIL COUNTER UNIT ASSORTED STANDARD SIZE

**Hershey Assorted Standard Bar 144ct. 2-in-1 Counter Unit/Power Wing**  
Item # 34000-20717

Standard Size:

- 36 HERSHEY'S Milk Chocolate Bars
- 36 HERSHEY'S Milk Chocolate with Almonds Bars
- 36 REESE'S Peanut Butter Cups
- 36 KIT KAT® Wafer Bars

Setup Dimensions: 14.0"W x 4.5"D x 12.0"H  
Consisting for two 72ct. units and wingable clips

## JAN-FEB SHIPPER EASTER ASSORTED KING & STANDARD SIZE

**Hershey Easter Assorted Standard & King Size 240ct. 3-in-1 Counter Unit/Power Wing/Shipper**  
Item # 34000-48645

King Size:

- 72 REESE'S Peanut Butter Eggs
- 24 REESE'S White Creme Peanut Butter Eggs

Standard Size:

- 72 REESE'S Peanut Butter Eggs
- 48 CADBURY CREME EGG Candy
- 24 REESE'S Peanut Butter Creme Eggs

Setup Dimensions: 16.5"W x 19.0"D x 42.0"H  
Consisting of three units, wingable clips and base

**NEW MIX**

## JAN-FEB COUNTER UNIT EASTER ASSORTED KING SIZE

**REESE'S Peanut Butter Eggs King Size 96ct. 2-in-1 Counter Unit/Power Wing**  
Item # 34000-94471

King Size:

- 72 REESE'S Peanut Butter Eggs
- 24 REESE'S White Creme Peanut Butter Eggs

Setup Dimensions: 14.0"W x 4.5"D x 12.0"H  
Consisting of two units and wingable clips

**NEW MIX**

## MAY SHIPPER REESE'S OLYMPIC KING SIZE CUPS

**REESE'S Olympic Shapes Assorted King Size 216ct. 3-in-1 Counter Unit/Power Wing/Shipper**  
Item #: 34000-48325

King Size:

- 72 REESE'S Olympic Shapes
- 48 REESE'S Peanut Butter Cups
- 24 REESE'S STICKS Peanut Butter Cups
- 24 REESE'S OUTRAGEOUS Bars
- 18 HERSHEY'S Milk Chocolate Bars
- 18 HERSHEY'S Milk Chocolate with Almonds Bars
- 18 HERSHEY'S Cookies-n-Creme Bars

Setup Dimensions: 16.5"W x 19.5"D x 49.75"H  
Consisting of four units, wingable clips and base

**REQUIRED MONTH**

**NEW**

Select Minimum of 1

## MAY COUNTER UNIT REESE'S OLYMPIC KING SIZE CUPS

**REESE'S Olympic Shapes Assorted King Size 120ct. 2-in-1 Counter Unit/Power Wing**  
Item # 34000-48324

King Size:

- 48 REESE'S Olympic Shapes
- 48 REESE'S Peanut Butter Cups
- 24 REESE'S STICKS Peanut Butter Cups

Setup Dimensions: 16.5"W x 8.375"D x 10.75"H  
Consisting of two units and wingable clips

**NEW**

## FEBRUARY SHIPPER REESE'S KING SIZE ASSORTMENT

**REESE'S BIG CUP Filled with Caramel Assorted King Size 218ct. 3-in-1 Counter Unit/Power Wing/Shipper**  
Item #: 34000-48314

King Size:

- 64 REESE'S BIG CUP Filled with Caramel
- 48 REESE'S Peanut Butter Cups
- 48 KIT KAT® Bars
- 24 REESE'S STICKS Wafer Bars
- 18 HERSHEY'S Milk Chocolate Bars
- 16 REESE'S BIG CUP

Setup Dimensions: 16.5"W x 19.5"D x 49.75"H  
Consisting of four units, wingable clips and base

**NEW**

## FEBRUARY COUNTER UNIT REESE'S KING SIZE ASSORTMENT

**REESE'S BIG CUP Filled with Caramel Assorted King Size 90ct. 2-in-1 Counter Unit/Power Wing**  
Item # 34000-48315

King Size:

- 32 REESE'S BIG CUP Filled with Caramel
- 24 REESE'S Peanut Butter Cups
- 18 REESE'S STICKS Wafer Bars
- 16 REESE'S BIG CUP

Setup Dimensions: 16.5"W x 8.375"D x 10.75"H  
Consisting of two units and wingable clips

**NEW**

## JUNE SHIPPER ASSORTED STANDARD SIZE

**Variety Brands Assorted Standard Bar 252ct. 3-in-1 Counter Unit/Power Wing/Shipper**  
Item # 34000-94472

Standard Size:

- 36 HERSHEY'S Milk Chocolate with Almonds Bars
- 36 HERSHEY'S Milk Chocolate Bars
- 36 HERSHEY'S Cookies 'n' Creme Bars
- 36 ALMOND JOY Bars
- 36 ROLO® Chewy Caramels in Milk Chocolate
- 36 WHATCHAMACALLIT Bars
- 18 HEATH Bars
- 18 CADBURY CARAMELLO Bars

Setup Dimensions: 14.125"W x 17.75"D x 45.625"H  
Consisting of three units, wingable clips and base

**NEW**

## JUNE POWER WING JOLLY RANCHER & TWIZZLERS GUMMIES

**JOLLY RANCHER & TWIZZLERS Assorted Peg Bags 72ct. Power Wing With Base**  
Item #: 10700-55718

Peg Bags:

- 24 JOLLY RANCHER Gummies Original Peg Bags
- 24 TWIZZLERS Strawberry Twists Peg Bags
- 12 JOLLY RANCHER Gummies Sours Peg Bags
- 12 TWIZZLERS Cherry Nibs Peg Bags

Setup Dimensions: 14.0"W x 16.0"D x 52.0"H with header  
Consisting of one unit, wingable clips and base

**NEW**

## MARCH SHIPPER NCAA® BASKETBALL ASSORTED KING SIZE

**REESE'S NCAA® Assorted King Size 210ct. 3-in-1 Counter Unit/Power Wing/Shipper**  
Item #: 34000-94468

King Size:

- 48 REESE'S Peanut Butter Cups
- 48 REESE'S STICKS Wafer Bars
- 36 REESE'S FAST BREAK Bars
- 36 REESE'S TAKE 5 Bars
- 24 REESE'S NUTRAGEOUS Bars
- 18 REESE'S White Creme Peanut Butter Cups

Setup Dimensions: 16.5"W x 19.5"D x 49.75"H  
Consisting of four units, wingable clips and base

**REQUIRED MONTH**

**NEW MIX**

Select Minimum of 1

## MARCH COUNTER UNIT REESE'S KING SIZE ASSORTMENT

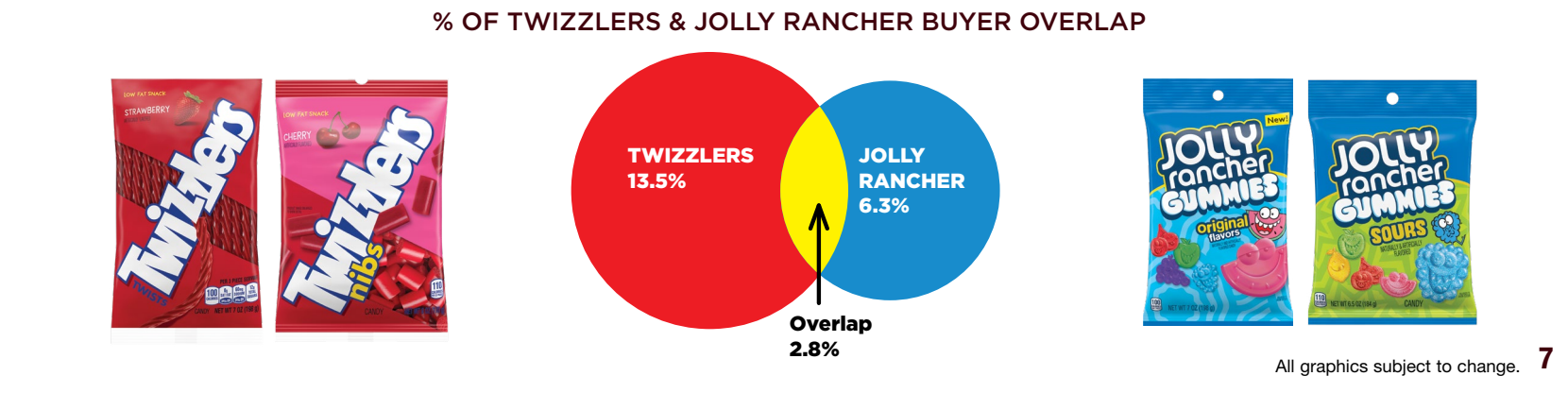
**REESE'S Assorted King Size 108ct. 2-in-1 Counter Unit/Power Wing**  
Item # 34000-94366

King Size:

- 48 REESE'S Peanut Butter Cups
- 24 REESE'S STICKS Wafer Bars
- 18 REESE'S FAST BREAK Bars
- 18 REESE'S TAKE 5 Bars

Setup Dimensions: 16.5"W x 8.375"D x 10.75"H  
Consisting of two units and wingable clips

## TWIZZLERS & JOLLY RANCHER OFFER INCREMENTAL SUGAR OPTIONS FOR SHOPPERS!



# Q3 Minimum of 2 Pre-Packs – July & September Required

# Q4 Minimum of 1 Pre-Pack

## JULY SHIPPER FOUNTAIN BUNDLE ASSORTED STANDARD SIZE

REQUIRED MONTH



**Fountain Bundle Assorted Standard Bar 240ct. Shipper**  
Item #: 34000-94474

**Standard Size:**

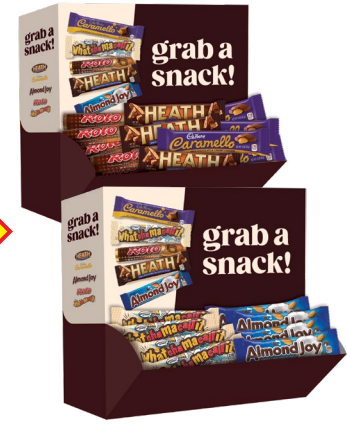
- 36 REESE'S Peanut Butter Cups
- 36 KIT KAT® Wafer Bars
- 36 HERSHEY'S Milk Chocolate Bars
- 36 HERSHEY'S Milk Chocolate with Almonds Bars
- 36 HERSHEY'S Cookies 'n' Creme Bars
- 36 ALMOND JOY Bars
- 24 PAYDAY Peanut Caramel Bars

**NEW MIX**

Select Minimum of 1

Setup Dimensions: 27.25"W x 13.75"D x 53.75"H with header

## JULY COUNTER UNIT ASSORTED STANDARD SIZE



**Variety Brands Assorted Standard Bar 144ct. 2-in-1 Counter Unit/Power Wing**  
Item # 34000-94473

**Standard Size:**

- 36 WHATCHAMACALLIT Bars
- 36 ALMOND JOY Bars
- 36 ROLO® Caramels
- 18 HEATH Bars
- 18 CADBURY Caramello Bars

**NEW**

Setup Dimensions: 14.0"W x 4.5"D x 12.0"H  
Consisting of two units and wingable clips

## OCTOBER SHIPPER COFFEE BUNDLE ASSORTED STANDARD SIZE



**KIT KAT® Chocolate Frosted Donut Assorted Standard Bar 240ct. Shipper**  
Item # 34000-94469

**Standard Size:**

- 36 KIT KAT® Wafer Bars
- 36 REESE'S Peanut Butter Cups
- 36 HERSHEY'S Cookies 'n' Creme Bars
- 36 HERSHEY'S Milk Chocolate with Almonds Bars
- 36 HERSHEY'S Milk Chocolate Bars
- 36 WHATCHAMACALLIT Bars
- 24 KIT KAT® Chocolate Frosted Donut Bars

**NEW MIX**

Setup Dimensions: 27.25"W x 13.75"D x 53.75"H with header

## OCTOBER COUNTER UNIT ASSORTED STANDARD SIZE



**KIT KAT® Chocolate Frosted Donut Assorted Standard Bars 72ct. Counter Unit**  
Item # 34000-43419

**Standard Size:**

- 48 KIT KAT® Wafer Bars
- 24 KIT KAT® Chocolate Frosted Donut Bars

**NEW MIX**

Setup Dimensions: 7.0"W x 10.625"D x 13.5"H  
Without riser 12.375"H  
Packed one 72ct. per case with header card.

## AUGUST SHIPPER KIT KAT® LIMITED EDITION KING SIZE



**KIT KAT® Limited Edition Pink Lemonade Assorted King Size 230ct. 3-in-1 Counter Unit/Power Wing/Shipper**  
Item #: 34000-31924

**King Size:**

- 72 KIT KAT® Limited Edition Pink Lemonade Bars
- 48 KIT KAT® Wafer Bars
- 32 KIT KAT® BIG KAT Bars
- 24 REESE'S Peanut Butter Cups
- 18 HERSHEY'S Milk Chocolate Bars
- 18 HERSHEY'S Milk Chocolate with Almonds Bars
- 18 PAYDAY Peanut Caramel Bars

**NEW**

Setup Dimensions: 16.5"W x 19.75"D x 49.5"H  
Consisting of four units, wingable clips and base

## AUGUST COUNTER UNIT ASSORTED KING SIZE



**Hershey Assorted King Size 69ct. Counter Unit**  
Item # 34000-43400

**King Size:**

- 20 KIT KAT® BIG KAT Bars
- 18 HEATH Bars
- 16 KIT KAT® Wafer Bars
- 15 CADBURY CAMELLO Bars

Setup Dimensions: 14.0"W x 10.625"D x 13.5"H  
Without riser 12.375"H  
Packed one 69ct. per case with header card

## NOVEMBER SHIPPER ASSORTED KING SIZE



**PAYDAY Heroes Assorted King Size 218ct. 3-in-1 Counter Unit/Power Wing/Shipper**  
Item #: 34000-43338

**King Size:**

- 72 PAYDAY Heroes Peanut Caramel Bars
- 48 REESE'S Peanut Butter Cups
- 32 KIT KAT® BIG KAT Bars
- 24 REESE'S Sticks Wafer Bars
- 24 KIT KAT® Wafer Bars
- 18 PAYDAY Chocolatey Bars

**NEW MIX**

Setup Dimensions: 16.5"W x 19.5"D x 49.75"H  
Consisting of four units, wingable clips and base

## NOVEMBER COUNTER UNIT ASSORTED KING SIZE



**REESE'S, KIT KAT® and PAYDAY Assorted King Size 66ct. 2-in-1 Counter Unit/Power Wing**  
Item # 34000-99039

**King Size:**

- 24 REESE'S Peanut Butter Cups
- 24 KIT KAT® Wafer Bars
- 18 PAYDAY Peanut Caramel Bars

Setup Dimensions: 14.0"W x 4.5"D x 12.0"H  
Consisting of two units and wingable clips

## SEPTEMBER SHIPPER NCAA® FOOTBALL ASSORTED KING SIZE



**REESE'S NCAA® Assorted King Size 210ct. 3-in-1 Counter Unit/Power Wing/Shipper**  
Item #: 34000-94467

**King Size:**

- 48 REESE'S Peanut Butter Cups
- 48 REESE'S STICKS Wafer Bars
- 36 REESE'S FAST BREAK Bars
- 36 REESE'S TAKE 5 Bars
- 24 REESE'S FOOTBALL Shapes
- 18 REESE'S White Creme Peanut Butter Cups

**NEW MIX**

Select Minimum of 1

Setup Dimensions: 16.5"W x 19.5"D x 49.75"H  
Consisting of four units, wingable clips and base

## SEPTEMBER COUNTER UNIT REESE'S KING SIZE ASSORTMENT



**REESE'S Assorted King Size 108ct. 2-in-1 Counter Unit/Power Wing**  
Item # 34000-94366

**King Size:**

- 48 REESE'S Peanut Butter Cups
- 24 REESE'S STICKS Wafer Bars
- 18 REESE'S TAKE 5 Bars
- 18 REESE'S FAST BREAK Bars

Setup Dimensions: 16.5"W x 8.375"D x 10.75"H  
Consisting of two units and wingable clips

## NOV-DEC SHIPPER HOLIDAY ASSORTED STANDARD SIZE



**REESE'S Trees and HERSHEY'S Santa Bars 168ct. 3-in-1 Counter Unit/Power Wing with Base**  
Item # 34000-93929

**Standard Size:**

- 108 REESE'S Peanut Butter Trees
- 36 HERSHEY'S Milk Chocolate Santa Bars
- 24 REESE'S White Peanut Butter Trees

Setup Dimensions: 16.5"W x 15.75"D x 42.75"H  
Consisting of two units and wingable clips

## NOV-DEC COUNTER UNIT HOLIDAY ASSORTED KING SIZE



**REESE'S Assorted King Size 72ct. 2-in-1 Counter Unit/Power Wing**  
Item # 34000-94082

**King Size:**

- 48 REESE'S Peanut Butter Trees
- 24 REESE'S White Peanut Butter Trees

Setup Dimensions: 14.0"W x 4.5"D x 12.0"H  
Consisting of two units and wingable clips

## SEPT-OCT SHIPPER HALLOWEEN ASSORTED KING & STD. SIZE



**REESE'S Halloween Assorted King Size & Standard Bars 204ct. 3-in-1 Counter Unit/Power Wing/Shipper**  
Item # 34000-94476

**King Size:**

- 72 REESE'S Peanut Butter Pumpkins
- 24 REESE'S White Creme Peanut Butter Pumpkins

**Standard Size:**

- 72 REESE'S Peanut Butter Pumpkins
- 36 REESE'S White Creme Peanut Butter Pumpkins

**NEW MIX**

Setup Dimensions: 16.5"W x 19.0"D x 42.0"H  
Consisting of three units, wingable clips and base

## SEPT-OCT COUNTER UNIT HALLOWEEN ASSORTED KING SIZE



**REESE'S Peanut Butter Pumpkins King Size 96ct. 2-in-1 Counter Unit/Power Wing**  
Item # 34000-48646

**King Size:**

- 72 REESE'S Peanut Butter Pumpkins
- 24 REESE'S White Creme Peanut Butter Pumpkins

Setup Dimensions: 14.0"W x 4.5"D x 12.0"H  
Consisting of two units and wingable clips

**NEW MIX**

## DECEMBER SHIPPERS SELECT ONE DISPLAY



**Hershey Assorted King Size 240ct. Shipper**  
Item #: 34000-48136

**King Size:**

- 36 REESE'S Peanut Butter Cups
- 34 REESE'S Sticks Wafer Bars
- 32 KIT KAT® Wafer Bars
- 30 HERSHEY'S Milk Chocolate Bars
- 30 HERSHEY'S Milk Chocolate with Almonds Bars
- 28 CAMELLO Bars
- 28 PAYDAY Peanut Caramel Bars
- 12 WHATCHAMACALLIT Bar
- 10 ALMOND JOY Bars

**Hershey Core & Variety Assorted Standard Bars 258ct. Shipper**  
Item #: 34000-48250

**Standard Size:**

- 40 HERSHEY'S Milk Chocolate with Almonds Bars
- 36 HERSHEY'S Milk Chocolate Bars
- 36 REESE'S Peanut Butter Cups
- 36 KIT KAT® Wafer Bars
- 36 HERSHEY'S Cookies 'n' Creme Bars
- 36 ALMOND JOY Bars
- 20 PAYDAY Peanut Caramel Bars
- 18 REESE'S FAST BREAK Bars



**ICE BREAKERS & BREATH SAVERS Assorted Gum & Mints 112ct. Shipper**  
Item #: 34000-93931

- 24 ICE BREAKERS ICE CUBES Peppermint Flavored Gum
- 12 ICE BREAKERS ICE CUBES Spearmint Flavored Gum
- 12 ICE BREAKERS ICE CUBES Grape Flavored Gum
- 16 ICE BREAKERS Coolmint Flavored Mints
- 16 ICE BREAKERS Wintergreen Flavored Mints
- 8 ICE BREAKERS Spearmint Flavored Mints
- 8 ICE BREAKERS DUO Strawberry Flavored Mints
- 8 BREATH SAVERS 3-Hour Spearmint Flavored Mints
- 8 ICE BREAKERS DUO Watermelon Flavored Mints



**JOLLY RANCHER & TWIZZLERS Assorted Peg Bags 72ct. Power Wing With Base**  
Item #: 10700-55718

**Power Wing:**

- 24 JOLLY RANCHER Gummies Original Peg Bags
- 24 TWIZZLERS Strawberry Twists Peg Bags
- 12 JOLLY RANCHER Gummies Sours Peg Bags
- 12 TWIZZLERS Cherry Nibs Peg Bags

## 2024 AMP Program

### Start Earning Rebate at 350 Points for 3.5%

Payout Every Additional 50 Points, Maximum Rebate 1,000 Points = 10%

MAX  
REBATE  
6%

#### DISTRIBUTION – 6% (600 Points Maximum)

##### Hershey Candy, Mint, Gum & Snack Items

###### ITEM DISTRIBUTION – 4% (400 Points Maximum)

- Top 75 Selected Everyday Items – 4 Points Each – 300 Points Maximum = 3%
- Other Items up to 50 SKU'S – 2 Points Each – 100 Points Maximum = 1%

###### ITEM COUNT GROWTH – 0.5% (50 Points Maximum)

- 10 Points per Net New Item, Up to 5 Net New Items – 50 Points Maximum

###### FULL YEAR SEASONAL PARTICIPATION BONUS – 0.25% (25 Points Maximum)

- Earn 25 Points per half by maintaining or growing net SKU count in each season\*

###### ITEM COUNT BONUS – 1.25% (125 Points Maximum)

- Earn 125 Points for carrying a Minimum of 100 Hershey Items each half

MAX  
REBATE  
10%

#### SECONDARY MERCH OPTIONAL – 1% (100 Points Maximum)

- Hershey Exclusive End Cap – 50 Points
- Hershey Exclusive Under-the-Counter Rack – 50 Points

MAX  
REBATE  
30%

#### HERSHEY PRE-PACKS – 3% (300 Points Maximum)

- Includes all Non-Seasonal and Seasonal Pre-Packs
- Required months: March, May, July & September
- Select Counter Units, Power Wings or Shippers; Receive Points per half based on what you achieve
- Minimum 3 pre-packs per half to qualify for points
- Maximum of 300 Points combined per half

##### ALL COUNTER UNITS/ POWER WINGS

- Earn 15 Points for each Counter Unit/Power Wing

##### ALL SHIPPERS

- Earn 40 Points for each Shipper

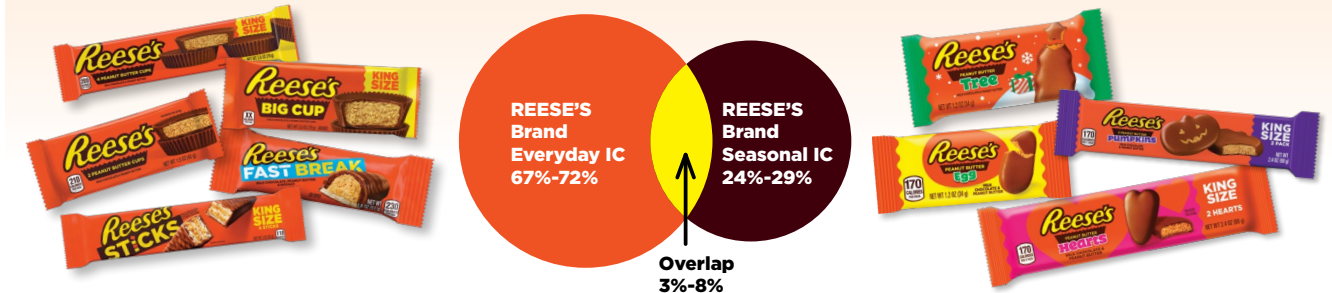
\*1st Half – Easter, 2nd Half – Halloween & Holiday

## Why Seasons?

### Seasons are Highly Incremental to everyday confection<sup>1</sup>

#### PURCHASES OF EVERYDAY & SEASONAL ITEMS PRODUCES MINIMAL OVERLAP

##### % OF EVERYDAY & HOLIDAY SEASONAL CONSUMERS



#### EASTER 76.1% Share<sup>2</sup> Available 12/1/23-3/15/24



#### HALLOWEEN 71.1% Share<sup>2</sup> Available 6/14/24-10/11/24



#### HOLIDAY 69.3% Share<sup>2</sup> Available 8/23/24-12/6/24



1. Customer Loyalty Card last 52 weeks data ending 7/17/22

2. IRI C-Store Seasonal % Sales Contribution 52 W/E 1/1/23