

HERSHEY'S		CONVENIENCE 2026 Shipper Promotion Calendar											
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
SWEET		REESE'S & OREO® Assorted King Size 188ct. Available Window: 12/26/25 - 12/18/26 Suggested Retail Execution Window: January											
		Easter Assorted Eggs King & Standard Size 156ct. Available Window: 12/5/25 - 2/27/26 Suggested Retail Execution Window: January - February											
		Assorted Variety Standard Size Bars 142ct. Available Window: 12/5/25 - 2/27/26 Suggested Retail Execution Window: February											
		REESE'S NCAA® Assorted King Size 186ct. Available Window: 12/26/25 - 12/18/26 Suggested Retail Execution Window: March											
		SHAQ-A•LICIOUS Assorted Gummies Peg Bags 48ct. Available Window: 1/2/26 - 2/27/26 Suggested Retail Execution Window: March											
		Hershey Assorted King Size 131ct. Available Window: 12/26/25 - 12/18/26 Suggested Retail Execution Window: April											
		ICE BREAKERS Bottle Pack Gum 48ct. Available Window: 12/26/25 - 12/18/26 Suggested Retail Execution Window: April											
		REESE'S Limited Edition Assorted King Size 170ct. Available Window: 1/20/26 - 12/18/26 Suggested Retail Execution Window: 3/13/26 - 6/26/26 Suggested Retail Execution Window: May											
		JOLLY RANCHER & TWIZZLER'S Assorted King Size 135ct. Available Window: 1/2/26 - 12/18/26 Suggested Retail Execution Window: May											
		Hershey Caramel Bars Assorted King Size 164ct. Available Window: 12/26/25 - 12/18/26 Suggested Retail Execution Window: 4/3/26 - 12/18/26 Suggested Retail Execution Window: June, September											
		JOLLY RANCHER Ropes Assorted Peg Bags 48ct. Available Window: 12/26/25 - 12/18/26 Suggested Retail Execution Window: 2/26/26 - 12/18/26 Suggested Retail Execution Window: June											
		Pokémon Assorted Standard Bars 152ct. Available Window: 5/2/26 - 6/26/26 Suggested Retail Execution Window: July											
		JOLLY RANCHER & TWIZZLER'S Assorted Peg Bags 72ct. Available Window: 1/2/26 - 12/18/26 Suggested Retail Execution Window: July											
		REESE'S King Size 144ct. Available Window: 12/26/25 - 12/18/26 Suggested Retail Execution Window: August											
SWEET		REESE'S Halloween Assorted King Size 144ct. Available Window: 6/12/26 - 10/9/26 Suggested Retail Execution Window: September - October											
		REESE'S NCAA® Assorted King Size 162ct. Available Window: 8/21/26 - 12/18/26 Suggested Retail Execution Window: October											
		Hershey Core Assorted Standard Bars 168ct. Available Window: 9/18/26 - 12/18/26 Suggested Retail Execution Window: November											
		REESE'S Holiday Assorted King Size 136ct. Available Window: 8/21/26 - 12/18/26 Suggested Retail Execution Window: November - December											
		DOT'S Assorted Pretzels Shipper 36ct. Available Window: 1/2/26 - 12/25/26 Suggested Retail Execution Window: February, August											
		REESE'S Filled Pretzels Shipper 36ct. Available Window: 9/5/25 - 12/25/26 Suggested Retail Execution Window: May, November											
SALTY													

HERSHEY

2026 CONVENIENCE

AMP

ACHIEVE MAXIMUM POINTS



WHY HERSHEY'S AMP PROGRAM?

- Newly enrolled stores see strong dollar increases vs. PY. +3.1%
- Earn up to 6% rebate on Candy Item Distribution and up to a 4% rebate on Candy Pre-Packs
- Earn up to 8% rebate on Salty Item Distribution and up to 2% rebate on Salty Pre-Packs Merchandising

CATEGORY OUTLOOK & PROFITABILITY

- Salty and Candy are the two largest snack categories accounting for 56% of total segment sales¹
- Candy has a high average Gross Margin of 51%, greater than packaged beverages, tobacco products and beer²
- Candy CAGR from 2019 to 2024 was +7.9%, outpacing total box by 2x, trailing only to sports and energy drinks at +11.0%
- Salty and Candy have the two highest household penetration levels of all snacking categories at 99% and 98% respectively³

DISPLAY & TPR (TEMPORARY PRICE REDUCTION)

- Display & TPR are the primary promotional strategies for Candy
- Candy ranks #1 and Salty #3 amongst all snacking categories in total dollar lift when on display¹
- 67% of Candy purchases come from the primary aisle, while 33% of sales come from secondary locations

BOTH KING & STANDARD ARE PREFERRED BY SHOPPERS⁴

- 54% Purchase King Size ONLY
- 34% Purchase Standard Size ONLY
- 12% Purchase both King and Standard
- Vertical merchandising principles deliver consumer engagement and growth by ensuring top items across segments are in shoppers line of view. Our gold standard planogram places over 58% of sales volume on just two shelves helping consumers find what they want, fast⁵

GOLD STANDARD PLANOGRAM



2026 AMP PROGRAM

START EARNING REBATE AT 400 POINTS FOR 4%

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

MAX
REBATE
6%

DISTRIBUTION – 6% (600 POINTS MAXIMUM)

ITEM DISTRIBUTION – 4.5% (450 POINTS MAXIMUM)

- Top 25 Selected Everyday Items – 6 Points Each – 150 Points Maximum = 1.5%
- Next Best 50 Selected Everyday Items – 4 Points Each – 200 Points Maximum = 2%
- All other Hershey Items up to 50 SKU'S – 2 Points Each – 100 Points Maximum = 1%

ITEM COUNT BONUS – 1% (100 POINTS MAXIMUM)

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

OR

ITEM COUNT GROWTH BONUS – 1% (100 POINTS MAXIMUM)

- Earn 20 Points per Net New Item, Up to 5 Net New Items each half – 100 Points Maximum

INNOVATION – .25% (25 POINTS MAXIMUM)

- Earn 25 Points per half by taking in the Top 3 Hershey Innovation Items

AND/OR

SEASONS – .25% (25 POINTS MAXIMUM)

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

MAX
REBATE
4%

HERSHEY PRE-PACKS – 4% (400 POINTS MAXIMUM)

PRE-PACKS – 3% (300 POINTS MAXIMUM)

- Minimum 3 Pre-Packs per half to qualify for points. Required months: March, May, August, October
- Includes all Non-Seasonal and Seasonal* Pre-Packs
- Select Counter Units, Power Wings or Shippers; Receive Points per half based on what you achieve
 - Earn 10 Points for each Counter Unit/Power Wing - Earn 40 Points for each Shipper

PRE-PACK BONUS – 1% (100 POINTS MAXIMUM)

- Earn 100 Points per half for taking in 5+ Pre-Packs

OR

- Earn 25 Points for each Pre-Pack growth per half (100 POINTS MAXIMUM per half) in addition to the 3 Pre-Pack Minimum



AMP DISTRIBUTION - TOP 75, BONUS POINTS, INNO VATION & SEASONS – 6% = 600 POINTS MAXIMUM

FEATURING 3 DISTRIBUTION LEVELS FOR 2026, 450 POINTS MAX

- 1. Hershey TOP 25 Selected Items Shaded below: 6 Points Each - 150 Points Maximum = 1.5%
- 2. Hershey Next Best 50 Selected Items: 4 Points Each - 200 Points Maximum = 2%
- 3. All other Hershey items up to 50 SKU's: 2 Points Each - 100 Points Maximum = 1%

ITEM COUNT BONUSES - 100 POINTS MAX

- Earn 100 Points for carrying a Minimum of 100 Hershey Items in each half
- OR
- Earn 20 Points per Net New Item, Up to 5 Net New Items each half – 100 Points Maximum

INNOVATION & SEASONS - 50 POINTS MAX

- Earn 25 Points per half by taking in the TOP 3 Hershey Innovation Items - See page 8 for details
- Earn 25 Points per half by maintaining or growing net Seasonal SKU count in each season - See page 11 for details

HERSHEY TOP 25

PRIORITY ITEMS RUN LEFT TO RIGHT



34000-48000



34000-20200



34000-20350



34000-22600



34000-43096



34000-44000



34000-22000



34000-22100



34000-24000



34000-24600



10700-96327



34000-05240



34000-25217



34000-24100



34000-70102



10700-70230



34000-19636



34000-23900



34000-48011



34000-72060



34000-70077



34000-05220



34000-22900



34000-24521

NEXT BEST 50

PRIORITY ITEMS RUN LEFT TO RIGHT BY PACK TYPE

SUPER KING BARS¹



34000-94027



34000-14004



34000-17625



34000-94653



34000-41200



34000-48501



34000-10932



34000-53103



34000-22300



10700-85854



34000-05210



10700-96065



34000-45799



34000-11650



10700-80428



34000-49007



34000-47021



34000-53107



10700-96323



34000-01816



34000-15251



34000-90330



34000-24400



34000-24700



34000-02641



10700-06147



34000-37020



34000-15141



34000-43369

STANDARD SIZE BARS¹

PEG BAGS²

GUM¹



10700-70262



34000-54402



34000-11643



34000-54413



10700-55730



10700-55729



10700-85916



60000-80052



10700-70365



10700-70366



34000-70103



34000-70106



34000-71171



34000-00811



34000-72062



34000-72123



34000-72335

TAKE HOME²



34000-47056



34000-99662



10700-53020



34000-56002

1st HALF PRE-PACKS - 4% = 400 POINTS MAXIMUM

- To qualify must carry 3 in each half
- March & May Required
- 40 Points for Shipper • 10 Points for Power Wing/ Counter Unit

- Pre-Pack Bonus – Earn 100 points for taking 5+ Pre-Packs
- Pre-Pack growth Bonus - Earn 25 points for each Pre-Pack growth per half, in addition to the 3 Pre-Pack Minimum

Turn Flap

ALL NEW Non-Chocolate Displays

JANUARY SHIPPER

ASSORTED KING SIZE

REESE'S OREO® Assorted King Size 188ct. 3-in-1 Counter Unit/Power Wing/Shipper
Item #: 34000-45823

NEW

72 REESE'S OREO® Peanut Butter Cups
36 REESE'S PIECES Candy
32 REESE'S BIG CUP Filled with Caramel
24 REESE'S Peanut Butter Cups
24 REESE'S STICKS Wafer Bars

Setup Dimensions: 16.5"W x 19.5"D x 49.5"H
Consisting of four units, wingable clips and base

JANUARY COUNTER UNIT

ASSORTED KING SIZE

REESE'S OREO® Assorted King Size 106ct. 2-in-1 Counter Unit/Power Wing
Item #: 34000-45824

NEW

48 REESE'S OREO® Peanut Butter Cups
24 REESE'S Peanut Butter Cups
18 REESE'S PIECES Candy
16 REESE'S BIG CUP Filled with Caramel

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

MARCH SHIPPER

NCAA® ASSORTED KING SIZE

REESE'S NCAA® Assorted King Size 186ct. 3-in-1 Counter Unit/Power Wing/Shipper
Item #: 34000-94617

REQUIRED MONTH

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

Setup Dimensions: 16.50"W x 19"D x 42"H
Consisting of three units, wingable clips and base

Must Select 1 Chocolate Minimum

MARCH COUNTER UNIT

NCAA® ASSORTED KING SIZE

REESE'S NCAA® Assorted King Size 60ct. 2-in-1 Counter Unit/Power Wing
Item #: 34000-46218

NEW MIX

16 REESE'S Peanut Butter Cups
12 REESE'S PIECES Candy
12 REESE'S FAST BREAK Bars
12 REESE'S NUTRAGEOUS Bars
8 REESE'S BIG CUP Filled with Caramel

Setup Dimensions: 7"W x 7.625"D x 18.75"H with header
Consisting of two units and wingable clips

MARCH COUNTER UNIT

ASSORTED PEG BAGS

SHAQ•A•LICIOUS Assorted Gummies 48ct. 2-in-1 Counter Unit/Power Wing
Item #: 10700-60628

NEW

24 SHAQ•A•LICIOUS Slams Peg Bags
12 SHAQ•A•LICIOUS Gummies Sour Peg Bags
12 SHAQ•A•LICIOUS Peg Bags

Setup Dimensions: 14"W x 13"D x 52"H
Consisting of one unit, header card, wingable clips and base

JAN—FEB SHIPPER

EASTER ASSORTED KING & STANDARD SIZE

REESE'S Easter Assorted Eggs Standard & King Size 156ct. 3-in-1 Counter Unit/Power Wing/Shipper
Item #: 34000-46200

NEW COUNT

48 REESE'S Peanut Butter Eggs King Size
24 REESE'S White Creme Peanut Butter Eggs King Size
48 CADBURY CREME EGG Candy Standard Size
36 REESE'S Peanut Butter Eggs Standard Size

Setup Dimensions: 16.5"W x 19"D x 42"H
Consisting of three units, wingable clips and base

JAN—FEB COUNTER UNIT

EASTER ASSORTED KING SIZE

REESE'S Easter Assorted Eggs King Size 60ct. 2-in-1 Counter Unit/Power Wing
Item #: 34000-46225

NEW COUNT

40 REESE'S Peanut Butter Eggs
20 REESE'S White Creme Peanut Butter Eggs

Setup Dimensions: 7"W x 7.625"D x 18.75"H with header
Consisting of two units and wingable clips

APRIL SHIPPER

ASSORTED KING SIZE

Hershey Assorted King Size 131ct. Tower
Item #: 34000-45657

24 HERSHEY'S Milk Chocolate Bars
24 HERSHEY'S Milk Chocolate with Almonds Bars
22 CARAMELLO Bars
18 REESE'S Peanut Butter Cups
16 KIT KAT® Wafer Bars
15 REESE'S STICKS Wafer Bars
12 REESE'S FAST BREAK Bars

Setup Dimensions: 7.2"W x 8.5"D x 52"H with Header

APRIL 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

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

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

APRIL COUNTER UNIT

ASSORTED GUM

ICE BREAKERS Bottle Pack Gum Assorted 48ct. Shipper
Item #: 34000-46192

NEW

12 ICE BREAKERS ICE CUBES Peppermint Flavored Gum
6 ICE BREAKERS ICE CUBES Spearmint Flavored Gum
6 ICE BREAKERS ICE CUBES Grape Flavored Gum
6 ICE BREAKERS ICE CUBES Fruit Punch Gum
6 ICE BREAKERS ICE CUBES Mint Crystal Gum
6 ICE BREAKERS ICE CUBES Cinnamon Gum
6 ICE BREAKERS ICE CUBES Flavor Shifter Wild Berry to Coolmint Gum

Setup Dimensions: 14"W x 20"D x 50"H
Consisting of one unit, header card, wingable clips and base

FEBRUARY SHIPPER

ASSORTED VARIETY STANDARD SIZE

Assorted Variety Standard Size 142ct. Tower
Item #: 34000-46195

NEW

24 HEATH Bars
24 ROLO® Chewy Caramels in Milk Chocolate
20 ALMOND JOY Bars
20 CADBURY CARMELO Bars
18 SKOR Bars
18 YORK Peppermint Patties
18 WHATCHAMACALLIT Bars

Setup Dimensions: 7.2"W x 8.5"D x 52"H with Header

FEBRUARY COUNTER UNIT

ASSORTED VARIETY STANDARD SIZE

Assorted Variety Standard Size 102ct. 2-in-1 Counter Unit/Power Wing
Item #: 34000-46228

NEW

20 ROLO® Chewy Caramels in Milk Chocolate
18 WHATCHAMACALLIT Bars
18 HEATH Bars
16 YORK Peppermint Patties
15 ALMOND JOY Bars
15 CADBURY CARMELO Bars

Setup Dimensions: 7"W x 7.625"D x 18.75"H with header
Consisting of two units and wingable clips

MAY SHIPPER

REESE'S LIMITED EDITION KING SIZE

REESE'S Marshmallow Assorted King Size 170ct. 3-in-1 Counter Unit/Power Wing/Shipper
Item #: 34000-46199

REQUIRED MONTH

48 REESE'S Marshmallow BIG CUP
48 REESE'S Peanut Butter & Jelly Strawberry Flavor Cups
24 REESE'S Peanut Butter Cups
18 HERSHEY'S Milk Chocolate Bars
16 REESE'S BIG CUP Cups
16 REESE'S Peanut Butter Cups with REESE'S PIECES

Setup Dimensions: 16.5"W x 19.75"D x 49.50"H
Consisting of four units, wingable clips and base

NEW

Must Select 1 Chocolate Minimum

MAY COUNTER UNIT

REESE'S LIMITED EDITION KING SIZE

REESE'S Marshmallow Assorted King Size 72ct. 2-in-1 Counter Unit/Power Wing
Item #: 34000-46277

NEW

24 REESE'S Marshmallow BIG CUP
24 REESE'S Peanut Butter & Jelly Strawberry Flavor Cups
12 REESE'S BIG CUP Cups
12 REESE'S Peanut Butter Cups with REESE'S PIECES

Setup Dimensions: 7"W x 7.625"D x 18.75"H with header
Consisting of two units and wingable clips

MAY SHIPPER

ASSORTED KING SIZE

JOLLY RANCHER & TWIZZLERS Assorted King Size 135ct. 3-in-1 Counter Unit/Power Wing/Shipper
Item #: 10700-60594

NEW

24 JOLLY RANCHER Gummies Awesome Reds Flavor
24 JOLLY RANCHER Gummies Original Flavor
24 JOLLY RANCHER Gummies Sours Flavor
24 TWIZZLERS Cherry Nibs Flavor
24 TWIZZLERS PULL N PEEL Cherry Flavor
15 TWIZZLERS Strawberry Twists Flavor

Setup Dimensions: 16.50"W x 19"D x 42"H
Consisting of three units, wingable clips and base

FEBRUARY SHIPPER

Salty Pre-Packs = 50 points or 0.5% each (Potential Max Rebate 2.0% - 200 points)

DOT'S Assorted Pretzels 5 oz 36ct. Shipper
Item #: 50031-71975

NEW MIX

18 DOT'S Original Pretzels 5 oz.
9 DOT'S Honey Mustard Pretzels 5 oz.
9 DOT'S Parmesan Garlic Pretzels 5 oz.

Setup Dimensions: 16.5"W x 19.75"D x 49.5" H

FEBRUARY SHIPPER

REESE'S Filled Pretzels 5 oz 36ct. Shipper
Item #: 10031-48042

NEW

36 REESE'S Filled Pretzels 5 oz.

Setup Dimensions: 16.5"W x 19.75"D x 49.5" H

SALTY

All graphics subject to change.

JUNE SHIPPER

ASSORTED KING SIZE

Assorted Chocolate & Caramel Flavors King Size 164ct. 3-in-1 Counter Unit/Power Wing/Shipper
Item #: 34000-31937

NEW

32 REESE'S BIG CUP Filled with Caramel
24 ROLO® Chewy Caramels in Milk Chocolate
18 CADBURY CARAMELLO Bars
18 PAYDAY Peanut Caramel Bars
18 PAYDAY Chocolatey Bars
18 REESE'S NUTRAGEOUS Bars
18 WHATCHAMACALLIT Bars
18 REESE'S OUTRAGEUOUS Bars

Setup Dimensions: 16.50"W x 19"D x 42"H
Consisting of three units, wingable clips and base

JUNE COUNTER UNIT

ASSORTED KING SIZE

Assorted Chocolate & Caramel Flavors King Size 91ct. 2-in-1 Counter Unit/Power Wing
Item #: 34000-46213

NEW

32 ROLO® Chewy Caramels in Milk Chocolate
18 WHATCHAMACALLIT Bars
15 CADBURY CARAMELLO Bars
14 PAYDAY Chocolatey Bars
12 PAYDAY Peanut Caramel Bars

Setup Dimensions: 7"W x 7.625"D x 18.75"H with header
Consisting of two units and wingable clips

JUNE COUNTER UNIT

ASSORTED PEG BAGS

JOLLY RANCHER Ropes Assorted 48ct. Peg Bag Power Wing with Base
Item #: 10700-55735

24 JOLLY RANCHER Ropes Green Apple & Watermelon Flavor Peg Bags
24 JOLLY RANCHER Ropes Blue Raspberry & Cherry Flavor Peg Bags

Setup Dimensions: 14"W x 13"D x 52"H with header
Consisting of one unit, header card, wingable clips and base

Sweets Display

JULY
COUNTER UNIT

ASSORTED PEG BAGS

JOLLY RANCHER & TWIZZLERS
Assorted Peg Bags
72ct. Power Wing with Base

Item #: 10700-55741

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"W x 13"D x 44"H with header

Consisting of two units, wingable clips and base

FEATURING HERSHEY'S 2026 LIMITED EDITION & INNOVATION ITEMS

Earn 25 points per half by taking in the top 3 Hershey
Innovation Items



34000-94652 – King Size



34000-45799



10700-70381



15665-80148



34000-45522



34000-46159



10700-60595

2nd HALF PRE-PACKS – 4% = 400 POINTS MAXIMUM

JULY
SHIPPER

POKEMON ASSORTED STANDARD SIZE

Pokémon Assorted Standard Bars
152ct. Tower

Item #: 34000-46219

40 HERSHEY'S Milk Chocolate Pokémon Bars
24 KIT KAT® Wafer Bars
20 HERSHEY'S Milk Chocolate With Almond Bars
20 ROLO® Chewy Caramels in Milk Chocolate
18 REESE'S Peanut Butter Cups
18 HERSHEY'S Cookies n Creme Bars
12 PAYDAY Peanut Caramel Bars

Setup Dimensions: 7.2"W x 8.5"D x 52"H with Header

NEW

AUGUST
SHIPPER

REESE'S KING SIZE

REESE'S Peanut Butter Cups King Size
144ct. 3-in-1 Power Wing/Counter Unit/
Shipper

Item #: 34000-48002

144 REESE'S Peanut Butter Cups

Setup Dimensions: 12.00"W x 14.00"D x 46.00"H

Consisting of three units, wingable clips and base

Select
Minimum of 1

SEPTEMBER
SHIPPER

ASSORTED KING SIZE

Assorted Chocolate & Caramel
Flavors King Size 164ct. 3-in-1
Counter Unit/Power Wing/Shipper

Item #: 34000-31937

32 REESE'S BIG CUP Filled with Caramel
24 ROLO® Chewy Caramels in Milk Chocolate
18 CADBURY CARAMELLO Bars
18 PAYDAY Peanut Caramel Bars
18 PAYDAY Chocolatey Bars
18 REESE'S NUTRAGEOUS Bars
18 WHATCHAMACALLIT Bars
18 REESE'S OUTRAGEUOUS Bars

Setup Dimensions: 16.50"W x 19"D x 42"H

Consisting of three units, wingable clips and base

NEW

SEPT-OCT
SHIPPER

HALLOWEEN ASSORTED KING SIZE

REESE'S Halloween Assorted
King Size 144ct. 3-in-1
Counter Unit/Power Wing/
Shipper

Item #: 34000-94623

72 REESE'S Peanut Butter Pumpkins
48 REESE'S White Creme Peanut Butter Pumpkins
24 REESE'S Werewolf Tracks Cups

Setup Dimensions: 16.5"W x 19"D x 42.0"H

Consisting of three units, wingable clips and base

JULY
COUNTER UNIT

SWEETS ASSORTED KING SIZE

**JOLLY RANCHER &
TWIZZLERS Assorted King**
Size 66ct. 2-in-1 Counter
Unit/Power Wing

Item #: 10700-60626

24 JOLLY RANCHER Gummies Original
16 JOLLY RANCHER Gummies Sour
14 TWIZZLERS PULL N PEEL Cherry Flavor
12 TWIZZLERS Cherry Nibs

Setup Dimensions: 7"W x 7.625"D x 18.75"H
with header

Consisting of two units and wingable clips

NEW

AUGUST
COUNTER UNIT

ASSORTED KING SIZE

Assorted King Size Core
Brands 84ct. 2-in-1 Counter
Unit/Power Wing

Item #: 34000-46220

24 REESE'S Peanut Butter Cups
24 KIT KAT® Wafer Bars
18 HERSHEY'S Milk Chocolate Bars
18 HERSHEY'S Milk Chocolate With Almond
Bars

Setup Dimensions: 16.5"W x 8.375"D x 10.75"H

Consisting of two units and wingable clips

NEW

SEPTEMBER
COUNTER UNIT

ASSORTED KING SIZE

Assorted Chocolate & Caramel
Flavors King Size 91ct. 2-in-1
Counter Unit/Power Wing

Item #: 34000-46213

32 ROLO® Chewy Caramels in Milk
Chocolate
18 WHATCHAMACALLIT Bars
15 CADBURY CARAMELLO Bars
14 PAYDAY Chocolatey Bars
12 PAYDAY Peanut Caramel Bars

Setup Dimensions: 7"W x 7.625"D x 18.75"H with header

Consisting of two units and wingable clips

NEW

SEPT-OCT
COUNTER UNIT

HALLOWEEN ASSORTED KING SIZE

REESE'S Peanut Butter Pumpkins
Assorted King Size 60ct. 2-in-1
Counter Unit/Power Wing

Item #: 34000-46235

40 REESE'S Peanut Butter Pumpkins
20 REESE'S White Creme Peanut
Butter Pumpkins

Setup Dimensions: 7"W x 7.625"D x 18.75"H with header

Consisting of two units and wingable clips

NEW
COUNT

OCTOBER
SHIPPER

NCAA® ASSORTED KING SIZE

REESE'S NCAA® Assorted King Size
162ct. 3-in-1 Counter Unit/Power
Wing/Shipper

Item #: 34000-94681

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

Setup Dimensions: 16.50"W x 19"D x 42"H

Consisting of three units, wingable clips and base

NEW

Select
Minimum of 1

NOVEMBER
SHIPPER

ASSORTED STANDARD SIZE

Assorted Standard Size Core
Brands 168ct. 3-in-1 Counter Unit/
Power Wing/Shipper

Item #: 34000-94680

36 KIT KAT® Wafer Bars
36 REESE'S Peanut Butter Cups
36 HERSHEY'S Milk Chocolate Bars
36 HERSHEY'S Milk Chocolate With Almond Bars
24 PAYDAY Peanut Caramel Bars

Setup Dimensions: 16.5"W x 19"D x 42"H

Consisting of three units, wingable clips and base

NEW

NOV-DEC
SHIPPER

HOLIDAY ASSORTED KING SIZE

REESE'S Holiday Assorted King Size
136ct. 3-in-1 Counter Unit/Power
Wing/Shipper

Item #: 34000-46226

72 REESE'S Peanut Butter Trees
48 REESE'S White Peanut Butter Trees
16 REESE'S Peanut Butter Sugar Cookie

Setup Dimensions: 16.5"W 19"D x 42"H

Consisting of three units, wingable clips and base

NEW

OCTOBER
COUNTER UNIT

REESE'S KING SIZE ASSORTMENT

REESE'S NCAA® Assorted
King Size 108ct. 2-in-1
Counter Unit/Power Wing

Item #: 34000-94366

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

NOVEMBER
COUNTER UNIT

ASSORTED STANDARD SIZE

Assorted Standard Size Core
Brands 98ct. Counter Unit

Item #: 34000-46203

36 REESE'S Peanut Butter Cups
32 KIT KAT® Wafer Bars
18 HERSHEY'S Milk Chocolate Bars
12 HERSHEY'S Milk Chocolate With
Almond Bars

Setup Dimensions: 16.5"W x 8.375"D x 10.75"H.

Consisting of two units and wingable clips

NEW
MIX

NOV-DEC
COUNTER UNIT

HOLIDAY ASSORTED KING SIZE

REESE'S Peanut Butter Trees
Assorted King Size 60ct. 2-in-1
Counter Unit/Power Wing

Item #: 34000-46236

40 REESE'S Peanut Butter Trees
20 REESE'S White Peanut Butter Trees

Setup Dimensions: 7"W x 7.625"D x 18.75"H with
header

Consisting of two units and wingable clips

NEW
COUNT

Salty Pre-Packs = 50 points or 0.5% each (Potential Max Rebate 2.0% - 200 points)

AUGUST
SHIPPER

DOT'S Assorted Pretzels
5 oz 36ct. Shipper

Item #: 15665-00104

18 DOT'S Original Pretzels 5 oz.
9 DOT'S Parmesan Garlic Pretzels 5 oz.
9 DOT'S Buffalo Pretzels 5 oz.

Setup Dimensions: 16.5"W x 19.75"D x 49.5" H

NEW
MIX

NOVEMBER
SHIPPER

REESE'S Filled Pretzels
5 oz 36ct. Shipper

Item #: 10031-48042

36 REESE'S Filled Pretzels 5 oz.

Setup Dimensions: 16.5"W x 19.75"D x 49.5" H

NEW

Salty Snacks have the Largest Household Penetration Level of all Snacking Categories¹

Start Earning Rebate at 3.5% OR 350 Points
Hershey Salty Program Components. All levels will be paid on performance. Maximum Rebate up to 10%
1,000 Points per half year = 8% on Salty Item Purchases and 2% on Pre-Packs

TOP 10 Selected Instant Consumable Items

- 50 Points per SKU
- 50 Points = 0.50%
- Maximum Rebate of 5%



55712-00800



50031-71972



34000-21460



34000-21461



55712-00878



50251-00408



10031-48026



34000-21753



15665-80148



50031-71995

PRIORITY ITEMS RUN LEFT TO RIGHT

Next BEST 10 Selected Instant Consumable Items

- 20 Points per SKU
- 20 Points = 0.20%
- Maximum Rebate of 2%



34000-21462



50251-00443



15665-12715



55712-00820



50031-71937



16925-02254



16925-02153



15665-00039



16925-02116



34000-25401

Any 4 of TOP 10 Take Home Items Per Half

- 25 Points per SKU
- 25 Points = 0.25%
- Maximum Rebate of 1%



55712-00801



50251-00400



50031-71985



55712-00879



15665-00089



15665-60100



50251-00417



10031-48028



50031-71950



50031-71951

Pre-Packs = 50 points or 0.5% each (Potential Max Rebate 2.0% - 200 points)

Q1 - FEB

Q2 - MAY

Q3 - AUG

Q4 - NOV



DOT'S Assorted Pretzels
5 oz 36ct. Shipper
Item #: 50031-71975

- 18 DOT'S Original Pretzels 5 oz.
- 9 DOT'S Honey Mustard Pretzels 5 oz.
- 9 DOT'S Parmesan Garlic Pretzels 5 oz.

Setup Dimensions: 16.5"W x 19.75"D x 49.5" H

NEW MIX



REESE'S Filled Pretzels
5 oz 36ct. Shipper
Item #: 10031-48042

36 REESE'S Filled Pretzels 5 oz.

Setup Dimensions: 16.5"W x 19.75"D x 49.5" H

NEW



DOT'S Assorted Pretzels
5 oz 36ct. Shipper
Item #: 15665-00104

- 18 DOT'S Original Pretzels 5 oz.
- 9 DOT'S Parmesan Garlic Pretzels 5 oz.
- 9 DOT'S Buffalo Pretzels 5 oz.

Setup Dimensions: 16.5"W x 19.75"D x 49.5" H

NEW MIX



REESE'S Filled Pretzels
5 oz 36ct. Shipper
Item #: 10031-48042

36 REESE'S Filled Pretzels 5 oz.

Setup Dimensions: 16.5"W x 19.75"D x 49.5" H

NEW

Seasonal Confection Sales are Incremental to Everyday Items¹

Earn 25 points per half by maintaining or growing net seasonal SKU count in each season

FIRST HALF

EASTER 65.5% SHARE¹
AVAILABLE 12/5/25-3/17/26



King Item #: 34000-47362
6/24ct.



Standard Item #: 34000-47322
6/36ct.



Standard Item #: 34000-06852
6/48ct.

SECOND HALF

HALLOWEEN 53.4% SHARE¹
AVAILABLE 6/12/26-10/9/26



King Item #: 34000-47367
6/24ct.



Standard Item #: 34000-47325
6/36ct.

SECOND HALF

HOLIDAY 59.2% SHARE¹
AVAILABLE 8/21/26-12/4/26



King Item #: 34000-47369
6/24ct.



Standard Item #: 34000-47327
6/36ct.



One pound Item #: 34000-45929
6ct. DRT

Seasonal Pre-pack Displays



REESE'S Easter Assorted Eggs
Standard & King Size 156ct. 3-in-1 Counter Unit/Power Wing/Shipper
Item #: 34000-46200

- 48 REESE'S Peanut Butter Eggs King Size
- 24 REESE'S White Creme Peanut Butter Eggs King Size
- 48 CADBURY CREME EGG Candy Standard Size
- 36 REESE'S Peanut Butter Eggs Standard Size

Setup Dimensions: 16.5"W x 19"D x 42"H
Consisting of three units, wingable clips and base

NEW COUNT



REESE'S Halloween Assorted King Size
144ct. 3-in-1 Counter Unit/Power Wing/Shipper
Item #: 34000-94623

- 72 REESE'S Peanut Butter Pumpkins
- 48 REESE'S White Creme Peanut Butter Pumpkins
- 24 REESE'S Werewolf Tracks Cups

Setup Dimensions: 16.5"W x 19"D x 42.0"H
Consisting of three units, wingable clips and base



REESE'S Holiday Assorted King Size
136ct. 3-in-1 Counter Unit/Power Wing/Shipper
Item #: 34000-46226

- 72 REESE'S Peanut Butter Trees
- 48 REESE'S White Peanut Butter Trees
- 16 REESE'S Peanut Butter Sugar Cookie

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

NEW



REESE'S Easter Assorted Eggs King Size 60ct. 2-in-1 Counter Unit/Power Wing
Item #: 34000-46225

- 40 REESE'S Peanut Butter Eggs
- 20 REESE'S White Creme Peanut Butter Eggs

Setup Dimensions: 7"W x 7.625"D x 18.75"H with header
Consisting of two units and wingable clips

NEW COUNT



REESE'S Peanut Butter Pumpkins Assorted King Size 60ct. 2-in-1 Counter Unit/Power Wing
Item #: 34000-46235

- 40 REESE'S Peanut Butter Pumpkins
- 20 REESE'S White Creme Peanut Butter Pumpkins

Setup Dimensions: 7"W x 7.625"D x 18.75"H with header
Consisting of two units and wingable clips

NEW COUNT



REESE'S Peanut Butter Trees Assorted King Size 60ct. 2-in-1 Counter Unit/Power Wing
Item #: 34000-46236

- 40 REESE'S Peanut Butter Trees
- 20 REESE'S White Peanut Butter Trees

Setup Dimensions: 7"W x 7.625"D x 18.75"H with header
Consisting of two units and wingable clips

NEW COUNT