

The Las Vegas Strip will get a whole lot sweeter as the ***Hershey's Chocolate World*** Las Vegas retail experience will officially open on June 3, 2014 at the New York-New York Hotel & Casino.



The West Coast flagship store covers 13,000-square-feet, occupies two floors and features more than 800 different candy and chocolate offerings. *Hershey's Chocolate World* Las Vegas invites guests to create their own Hershey's Happiness through interactive experiences, including:

Hershey's Kisses Chocolates Flavor Wall. Guests can select a mix of their favorite *Hershey's Kisses* Chocolates.

Hershey's Chocolate Photo Bar Wrapper. Visitors can pose for a photo and have it printed on the wrapper of a 7oz. *Hershey's Milk Chocolate Bar* featuring the Las Vegas skyline and a short, sweet personalized message.

Reese's Peanut Butter Cups Play the Perfect Part. Select your favorite *Reese's* products, plus star in your own *Reese's* TV ad.

Hershey's Chocolate Sweet Shop. Shoppers can select from fudge, s'mores, giant cupcakes with 4" tops, *Hershey's* brownies, giant cookies, cinnamon rolls, chocolate-drizzled popcorn, chocolate-dipped strawberries, and more!

Jolly Ranchers Hard Candy Flavor Wall. Guests can step into 30-square-feet of bright colors and fruit flavors, and choose from five different *Jolly Ranchers* Hard Candy flavors.

Statue of Liberty. The store includes a sculpture of Lady Liberty made from 800 lbs. of *Hershey's* Milk Chocolate.

Empire State Building. Guests can't venture to the top, but they can certainly enjoy the view of a statue made from 1,800 *Hershey's* Milk Chocolate Bars.

And, while the inside of the store is a Hershey fan's dream come true, the exterior of the new *Hershey's Chocolate World* Las Vegas is also a sight to behold.

The *Hershey's Chocolate World* storefront boasts an eye-catching 74-foot high by 24-foot wide *Hershey's Milk Chocolate Bar* that visitors can walk through, making for a sweet photo opportunity.

The façade also features an 18-foot high illuminated *Reese's Peanut Butter Cup*, and twinkling *Hershey's Kisses*.

Visitors will also be greeted by a 38-foot wide and 10-foot tall *Hershey's Milk Chocolate Bar* sign made of LED bulbs.

Did you know?

18,432 classic size *Hershey's* Milk Chocolate Bars would fit in the giant façade sign. That's 1786 lbs. of chocolate.

It would take 95 feet of tin foil to cover each of the twinkling *Hershey's Kisses* signs.

It would take 2,131 gallons of peanut butter to fill the interior of the 18-foot high illuminated *Reese's Peanut Butter Cup*.

The Las Vegas Strip averages 55,000 pedestrians per day, and between 50,000-75,000 automobiles per day. This comes up to be more than 41 million people annually if only one person is riding in each vehicle.*

Currently, over 8 million people worldwide enter a *Hershey's Chocolate World* location each year, and with the opening of the Las Vegas store, the estimated visitors per year will be greater than 10 million.

*Source: 2012 pedestrian study conducted by Clark County, Las Vegas.

