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FOR IMMEDIATE RELEASE

Celebrate National Peanut Butter Lovers Month with Betty Crocker®—She’s Got a “Sweet for Every Style”

MINNEAPOLIS (November 15, 2013) –Are you a “*Peanut Butta Lova?*” Celebrate the month with a variety of recipes and products all things peanut butter. Betty Crocker and Hershey fans can experience cookie and cupcake mixes made with the iconic *Reese’s*® flavor consumers know and love.

Peanut Butter and Chocolate Chunk Trifle Shots are a decadent dessert that will impress your friends and kids. Prepare Betty Crocker® Reese’s™ Peanut Butter & Chocolate Chunk cookie mix, break into small pieces and place in the bottom of shot glasses. Top with layers of vanilla pudding, fruit and whipped topping. Customize your trifle shots by trying chocolate or banana instant pudding instead of vanilla. If you’re in a hurry you can just layer-up the ingredients in a pretty clear bowl instead of individual shot glasses.

Peanut Butter Stuffed Cupcake Cones are a creative twist on the traditional cake. Made with Betty Crocker® Reese’s™ Peanut Butter & Chocolate cupcake mix, kids can celebrate National Peanut Butter Lovers Month by eating their cake in a cone instead of on a plate! Simply stand cones in muffin cups. Make peanut butter filling, form into one-half inch balls and place in bottom of each cone. Fill cones about 3/4th full of cupcake batter and bake. When cooled, frost with Betty Crocker® Hershey’s™ Milk Chocolate frosting, and decorate as desired.

“We’re happy to share fun recipes inspired by our Facebook fans and celebrate National Peanut Butter Lovers month with our consumers,” said Jared Pippin, Betty Crocker associate marketing manager.

The Betty Crocker Hershey's Product Line-up

The line includes three cupcake mixes—Betty Crocker Hershey's™ Chocolate, Betty Crocker Hershey's™ S'mores, and Betty Crocker Reese's™ Peanut Butter & Chocolate. They are available in 15.4-oz package and have a suggested retail price of \$2.79.

Also included are three cookie mixes—Betty Crocker Hershey's™ Chocolate Chunk, Betty Crocker Hershey's™ Cookies'n'Creme and Betty Crocker Reese's™ Peanut Butter & Chocolate Chunk. They are available in 12.5-oz package with a suggested retail price of \$2.59.

Rounding out the line are six premium frostings—Betty Crocker Hershey's™ Milk Chocolate, Special Dark™ dark chocolate flavored frosting, Chocolate Caramel; and S'mores and Cookies'n'Creme with sprinkles; and Betty Crocker Peter Paul™ Almond Joy™ flavored frosting. These all come in a 16-ounce tub and have a suggested retail price of \$2.59.

For more recipes ideas and tips, visit www.bettycrocker.com or to find out more about National Peanut Butter Lovers month, visit www.peanutbutterlovers.com.

About Betty Crocker

Since her creation in 1921, Betty Crocker has enjoyed a distinguished history as a multimedia superstar. Featured in radio, TV, print, and now online, this cultural icon has rightfully earned her reputation as the “Original First Lady of Food.” Minneapolis is the home of the Betty Crocker Kitchens, where a team of culinary experts develop food ideas that combine trends with consumer needs.

BettyCrocker.com is one of the top websites in the food category. Betty Crocker's Facebook community has over 1.75 million fans that enjoy interacting with the brand, and millions have downloaded Betty Crocker's mobile app. Betty Crocker branded products garner more than \$1 billion in sales annually. For more information, visit www.BettyCrocker.com.

About The Hershey Company

The Hershey Company (NYSE: HSY) is the largest producer of quality chocolate in North America and a global leader in chocolate and sugar confectionery. Headquartered in Hershey, Pa., The Hershey Company has operations throughout the world and approximately 14,000 employees.

With revenues of more than \$6.6 billion, Hershey offers confectionery products under more than 80 brand names, including such iconic brands as *Hershey's*, *Reese's*, *Hershey's Kisses*, *Hershey's Bliss*, *Hershey's Special Dark*, *Kit Kat*, *Twizzlers*, *Jolly Rancher* and *Ice Breakers*. The company is focused on growing its presence in key international markets such as China, Mexico and Brazil while continuing to build its competitive advantage in the United States and Canada.

For more than 100 years, The Hershey Company has been a leader in making a positive difference in the communities where its employees live, work and do business. Corporate Social Responsibility is an integral part of the company's global business strategy, which includes goals and priorities focused on fair and ethical business dealings, environmental stewardship, fostering a desirable workplace for employees, and positively impacting society and local communities. Milton Hershey School, established in 1909 by the company's founder and funded by a trust administered by Hershey Trust Company, provides a quality education, housing, and medical care at no cost to children in social and financial need. Students of Milton Hershey School are direct beneficiaries of The Hershey Company's success.