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FOR IMMEDIATE RELEASE

Are You A S'more Adorer? Betty Crocker® and Hershey's® Feature A Sweet for Every Style

MINNEAPOLIS, Minn. (September 30, 2013) –Betty wants to know what your sweet style is this month. With fall just beginning, what better than S'mores by the fire? But if there isn't a campfire near you, Betty's got you covered.

Check out the newest addition to the lineup at: <http://www.multivu.com/players/English/61700-betty-crocker-hershey-a-sweet-for-every-style/>

The new Betty Crocker® and Hershey's® lineup offers 'A Sweet for Every Style' whether you're a *S'more Adorer* or a *Choc Star*, Betty Crocker and Hershey fans get to experience a new line of cookie mixes, cupcake mixes and frostings made with the iconic flavors consumers know and love, including *Hershey's®*, *Reese's®* and *Almond Joy®*.

S'more Adorer Fans

Last spring, the team invited Facebook fans into the Betty Crocker kitchens to test the products before launching to not only bake up the new products, but also to provide recipe ideas using the different flavors.

We know there are some S'more Adorers out there! Our new Hershey's mixes and frosting can be used for more than just cupcakes and cookies- like our amazing S'more Brownies! Enjoy Betty Crocker Hershey's s'mores cupcake mix topped with miniature marshmallows and melted milk chocolate candy bars, perfect around the campfire. Check them out- there's a sweet for every style. For more recipes ideas and tips, visit www.bettycrocker.com

The new Betty Crocker Hershey's line includes three new 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 new 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 new premium frostings—Betty Crocker Hershey’s Milk Chocolate, Special Dark™, Chocolate Caramel; and s’mores and Cookies’n’Creme with sprinkles; and Betty Crocker Peter Paul™ Almond Joy™. These all come in a 16-ounce tub and have a suggested retail price of \$2.59.

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 more than 12,000 employees. With revenues of nearly \$6 billion, Hershey offers confectionery products under more than 25 brand names, including such iconic brands as *Hershey’s*, *Reese’s*, *Hershey’s Kisses*, *Hershey’s Bliss*, *Hershey’s Special Dark* and *Hershey’s Extra Dark*, *Kit Kat*, *Twizzlers*, and *Ice Breakers*. Hershey also is a leader in the premium and artisan chocolate segments, with such brands as *Scharffen Berger* and *Dagoba*, offered through the Artisan Confections Company, a wholly owned subsidiary. The company is focused on growing its presence in key international markets such as China and Mexico 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 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.