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FOR IMMEDIATE RELEASE

Betty Crocker® and Hershey's® Launch - A Sweet for Every Style

MINNEAPOLIS, Minn. (September 12, 2013) –Just when you thought Betty couldn't get any sweeter, she has made life even more delicious with a dozen new baking products launched under a partnership with the Hershey Company.

The new lineup offers 'A Sweet for Every Style' whether you're a *Choc Star* or a *Peanut Butta Lova*, Betty Crocker and Hershey fans will 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*®.

"We are very excited about our continued partnership and the launch of all these new flavors," said Jared Pippin, Betty Crocker associate marketing manager. "Our consumers love the new combinations and that we have created a sweet to match the style, including favorites such as s'mores, Cookies 'n' Crème, and Reese's."

The 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'Crème 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'Crème 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.

Recipe and Celebration ideas

“Moms are always looking for creative ideas and activities to do with their kids that are convenient, fun and engaging,” said Pippin.

Mix and match the products to make your own creation. Bake up a batch of cookies on a rainy day and put a smile on someone’s face, or share a little cupcake sweetness to celebrate a special event. Put together a little care package of cookies and cupcakes for a relative or friend and share the goodness. For a fun and festive birthday celebration, create a tower of cupcakes with different flavored frostings and cookies surrounding the base. When entertaining a crowd, put together a dessert tray with samples of different recipes for guests to pick their favorites to try.

Facebook Fan Inspired Recipes

Last spring, the team invited Facebook fans into the Betty Crocker kitchens to test the products before launching. The feedback was very positive according to Pippin. “In fact, our Facebook fans not only baked up the new products, but also went a step further to provide recipe ideas using the different flavors.”

Surprise the kids and adults with [Secret Center Chocolate Cake Pops](#). Nothing is better than biting into a candy-coated peanut butter and chocolate cake pop—then to find it filled with a chocolate-covered peanut butter cup.

For more recipes ideas and tips, visit www.bettycrocker.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 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.