

START WITH THE SHOPPER.

Unplanned purchases. Unexpected delights. Unlock the sales potential of snacks throughout the consumer journey.

Consumers often discover unexpected delights through unplanned purchases. Driving conversion doesn't happen automatically, however.

Beyond its beloved and wide-ranging product portfolio, The Hershey Company offers diverse, actionable solutions for retailers based on deep, exclusive consumer insights.

Consumers' tastes and appetites lead their buying decisions.

Shoppers take nearly
60 physical store trips
in a typical month —
nearly 2.5 trips
per day.



68%
of consumers make
their unplanned
purchases in physical
stores.

Snacks are the ultimate basket builder. Baskets that include snacks are twice the size of those that don't include snacks.**

Product	% HH Buying	In-Basket Dollars per Trip	Out-Basket Dollars per Trip	Dollars per Trip	\$ Rest of Basket	% Higher When Product in Basket
Edible	99.9	\$54.75	\$36.76	\$29.59	\$25.16	49%
Non Edible	100.0	\$63.77	\$36.92	\$21.36	\$42.41	73%
Dept-General Food	99.9	\$61.24	\$34.90	\$15.58	\$45.66	75%
Aisle-Snacks	99.6	\$80.41	\$39.99	\$7.64	\$72.76	101%
Aisle-Candy	98.3	\$69.07	\$45.29	\$6.03	\$63.04	52%



Shoppers ultimately lead Hershey's solutions.

Classic comfort snacks and innovative new products reflect consumer tastes and trends.

- Hershey's Milk Chocolate Bar
- KIT KAT® Bar
- Reese's Peanut Butter Cups
- The Whozeewhatzit bar
- Reese's Snack Cakes
- KIT KAT® DUOS Mocha + Chocolate Bar



Limited-time offerings attract interest and drive engagement.

- Reese's Ultimate Peanut Butter Lovers Cups



Shopper-centric strategies and resources reach consumers where they are.

- Creating new occasions for unplanned purchases
- Tactics for product assortment, category management and merchandising

The Hershey Company works closely with c-store operators to leverage consumer insights for their retail success.

Implement a **strike zone** planogram.

- Hit the sweet spot for unexpected delights and unplanned purchases
- Retailers who have used The Hershey Company's strike zone planogram enjoyed an 8% increase in sales over stores that did not.



- **Queuing** enhances shopper experiences and allows for expanded assortment.

Consider **touchpoints** beyond the traditional front of store.



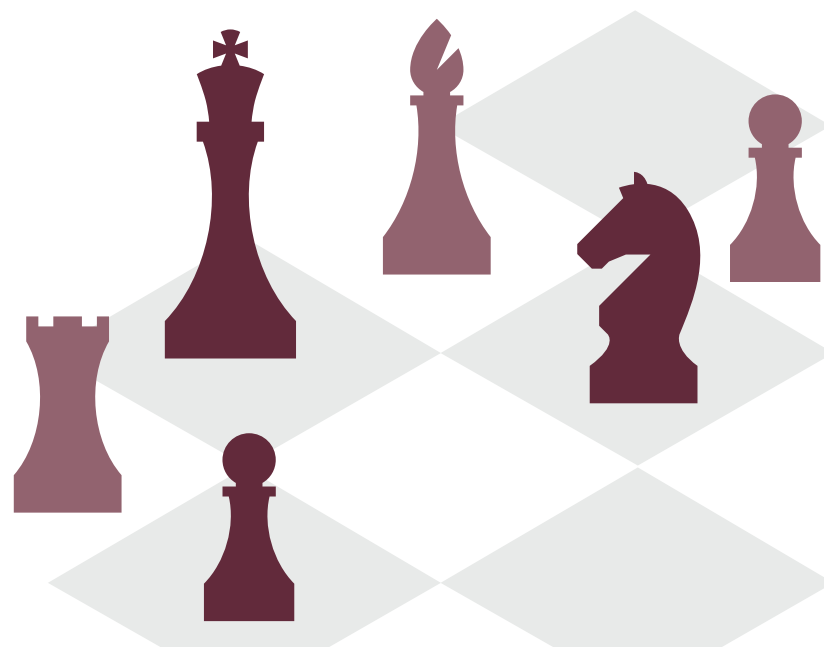
- **Self-checkout** maximizes convenience and choice.



- **Alternative fulfillment and frictionless checkout** via mobile app, drive-thru and more, saves on time and contact.

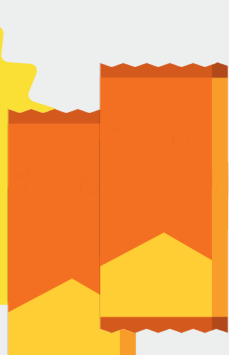
Update your **category management** mindset.

- The framework of category management is expanding.
- The evolution is like dominos to chess.
- The shopper's role must be elevated.
- Effective category management delivers delightful disruptions.



Deploy **multiple pricing opportunities**.

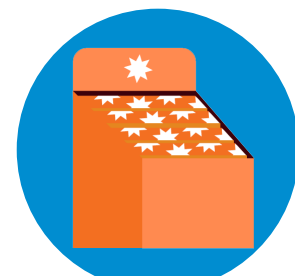
2 for \$3
on standard-size
candies



In-store tie-ins
that build bigger
baskets



Pair up for sales success.



Side-by-side
displays **boost**
sales.



Reese's and
fountain drinks had
a **100% sales lift**
during promotional
periods.



KIT KAT® and
coffee had **55%**
sales lift during
promotional
periods.



More than half of
consumers search for a
match for their coffee
when they visit U.S.
convenience stores.**



Connect with Today's Total Shopper

Learn how data and precision planning create more engagement across the shopper's journey and help build bigger baskets.

Tap into Hershey's expertise beyond chocolate

Sources:
*Hershey survey of 500 shoppers on 30,000 trips
**IRI, CSIA TOTUS All Outlet 52 w/e 2/21/21
***Hershey Explorer research