



## 'Reese's Peanut Butter Mini Eggs Unwrapped' Puts A Mini Twist on a Beloved Easter Favorite

February 27, 2024 at 12:15 PM EST

HERSHEY, Pa., Feb. 27, 2024 /PRNewswire/ -- Hershey is introducing *Reese's Peanut Butter Mini Eggs Unwrapped*, a poppable sensation that adds a touch of innovation to the cherished traditions of the Easter season.



Seasonal shapes continue to be fan favorites with over one-third of purchasing households exclusively choosing *Reese's* seasonal shapes over everyday items. Building on this success, Hershey crafted a mini, 'pop and go' version that reflects the joyous spirit of Easter in *Reese's* chocolate and peanut butter and brings a sweet touch to springtime.

*Reese's Peanut Butter Mini Eggs Unwrapped* joins the lineup of *Reese's* and *Cadbury* items, the top two brands of the Easter season for filling Easter baskets, self-treats and celebrations with family and friends.

"Hershey takes pride in being the leader of the Easter season, consistently delivering innovative and delightful treats that become an integral part of cherished traditions," said Heather Seamans, Manager Spring & Innovation Strategy at The Hershey Company. "*Reese's Peanut Butter Mini Eggs Unwrapped*, along with our other Easter products, showcase our commitment to creating moments of joy and togetherness during this special time of the year."

### New Products and Innovative Delights:

- **Reese's Peanut Butter Mini Eggs Unwrapped:** Elevate your Easter experience with *Reese's Peanut Butter Mini Eggs Unwrapped*—a delightful treat and great for sharing at home. These new mini-sized treasures bring the eggstra-special

flavors of Reese's Milk Chocolate Peanut Butter to life, ensuring a sweet touch to your springtime. Conveniently unwrapped for easy snacking, these mini eggs are also perfect for adding a festive flair to your decorations. Treat yourself or spread the joy with loved ones—either way, the 8 oz bag is a celebration in every bite.

- **Cadbury Caramello Miniatures:** Perfectly designed for a moment of self-indulgence or a thoughtful gift for friends, each *Cadbury Caramello* square encapsulates the delectable essence of creamy caramel. Each miniature is individually wrapped in a beautiful seasonal graphic, making them ideal for Easter candy dishes and ensuring a delightful unwrapping experience. Don't miss out on this limited-time offering during the season, available in a 7.6 oz bag for a truly delightful treat.
- **Kit Kat® Lemon Crisp Flavored bar:** Dive into the bold and zesty experience of *Kit Kat®* Lemon Crisp Flavored bar, now available in a 1.5 oz full-sized bar or a convenient 6-pack. Breaking away from its traditional miniatures format, this exciting transformation brings a burst of citrusy sunshine to your snacking moments. Indulge in the perfect harmony of crispy wafers and smooth lemon-flavored creme, making it a refreshing and delightful choice for your springtime treats. Don't miss out on this limited-time opportunity to enjoy the iconic *Kit Kat®* Lemon Crisp Flavored bar in a size that perfectly matches its bold and tangy flavor.
- **Hershey's Cookies 'N' Creme Polka Dot Bunnies:** Embark on an Easter adventure with the enchanting *Hershey's Cookies 'N' Creme Polka Dot Bunnies!* These delightful bunnies are not just a feast for the eyes but also a treat for your taste buds. Each bunny boasts a velvety white creme exterior adorned with pastel blue, pink, and purple cookie bits on the inside, creating a symphony of flavors and colors in every bite. Perfectly portioned for joyous sharing or personal enjoyment, the *Hershey's Cookies 'N' Creme Polka Dot Bunnies* come in a convenient 6-pack of 1.2 oz bars.
- **Chocolate & Sweets Easter Assortment:** Following the partnership with Haribo in the Halloween season, *Haribo® Goldbears®* gummies are back in a variety of Hershey assortment bags. Perfect for egg hunts and Easter baskets, the mix of chocolate and gummies are sure to delight fans of Hershey and Haribo.

#### Returning Easter Favorites:

- **Reese's Peanut Butter Eggs:** Get *egg-cited* because everyone's favorite Easter treat returns to make chocolate and peanut butter dreams come true this season! The most coveted *Reese's* shape, eggs, are the ideal treat for *every* bunny. Available this season in snack size, standard and king.
- **Reese's Peanut Butter Bunnies:** These bunny-shaped, fan-favorite sweets are the perfect basket stuffer this Easter season. Classic milk chocolate and *Reese's* peanut butter make these Peanut Butter Bunnies a hoppy addition to any basket or egg hunt. Available for a limited time only this spring in a 9.1 oz bag.
- **Cadbury Royal Dark Chocolate Mini Eggs:** No Easter celebration is complete without *Cadbury* eggs on-hand. These dark chocolate eggs are not only a decadent treat to enjoy in between hunting for eggs and Easter dinner, but also a shareable favorite to bring seasonal pastel colors to any tablescape or candy dish. Available for a limited time only this spring in 9 oz bags.
- **Cadbury Rainbow Mini Eggs:** Build the most colorful Easter basket in town with the bright *Cadbury Rainbow Mini Eggs* in rainbow with red, orange, yellow, green, and blue! These vibrantly colored treats are made from *Cadbury* Milk Chocolate with a crisp sugar shell that will have you hopping to the store for more. Available for a limited time only during this season in a 8 oz. bag.
- **Cadbury Creme Egg:** A celebration in every bite, the iconic *Cadbury* Creme Egg boasts a distinctive milk chocolate shell embracing a soft fondant center. Ensure your Easter is complete by treating yourself and your loved ones to this seasonal favorite. Available this season as single eggs and multipacks.

More information on our products can be found at [hersheyland.com](https://www.hersheyland.com)

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#### About The Hershey Company

The Hershey Company is headquartered in Hershey, Pennsylvania and is an industry-leading snacks company known for making more moments of goodness through its iconic brands, remarkable people and enduring commitment to doing the right thing for its people, planet and communities. Hershey has nearly 20,000 employees in the U.S. and around the world who work every day to deliver delicious, high-quality products. The company has more than 100 brand names in approximately 80 countries worldwide that drive more than \$10.4 billion in annual revenues, including *Hershey's*, *Reese's*, *Kit Kat®*, *Jolly Rancher* and *Ice Breakers*, and fast-growing salty snacks including *SkinnyPop*, *Pirate's Booty* and *Dot's Homestyle Pretzels*.

For more than 125 years, Hershey has been committed to operating fairly, ethically and sustainably. The candy and snack maker's founder, Milton Hershey, created Milton Hershey School in 1909 and since then the company has focused on helping children succeed through equitable access to education.

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