



## Reese's Brand Pranked Fans on April Fool's--Now They're Revealing the Real Treat: PB&J Big Cups

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*Fans thought we were getting into the sandwich business, but the real joke? Missing out on the new Reese's PB&J Big Cups*

HERSHEY, Pa., April 2, 2025 /PRNewswire/ -- Did you really think we'd trade our chocolate and peanut butter goodness [for bread](#)? Please. The joke's over – now for the real treat. Today, on National PB&J Day, we're revealing the actual surprise: Reese's PB&J Big Cups are here! Everything you love about PB&Js and chocolate—now in a Reese's cup. Fans have been dreaming of a PB&J-meets- Reese's moment, so we obviously made it happen. And we had a little fun along the way.



ICYMI, we pulled the ultimate prank on April 1, convincing our fans that Reese's was officially getting into the sandwich business. We introduced the ultimate upgrade to your favorite PB&Js – Reese's Chocolatey Bread, perfect to pair with Reese's peanut butter. And honestly, considering we crank out 160 million pounds of peanut butter a year—enough for over a billion PB&Js—maybe we should. But for now, we'll stick to what we do best

Of course, stepping into the PB&J world comes with one big question: Which flavor makes the perfect pairing—strawberry or grape? The PB&J debate is real, and as the peanut butter experts, we say—why choose just one? Reese's PB&J Big Cups come in both classic flavors, wrapped in our signature chocolate and peanut butter for the ultimate twist on the iconic combo. Each pack contains just one flavor, but let's be real—we know PB&Js are best enjoyed with a little variety. So go ahead, grab both.

"Reese's is all about having fun. Teasing the idea of us 'getting into the sandwich business' was a playful way to spark conversation," said Melissa Blette, senior brand manager at Reese's. "All kidding aside, this was the most obvious next move for us. PB&J is an all-time classic, and Reese's was always the missing piece—so we fixed it!"

Reese's PB&J Big Cups are now available at retailers nationwide for a limited time in standard, king, and snack size multipacks.

We know the joke was funny, so if you somehow missed it yesterday, check out [@reeses](#) on social media to see it for yourself and keep an eye on it for more exciting news soon.

Pricing is at the sole discretion of the retailer.

### About The Hershey Company

The Hershey Company (NYSE: HSY) is an industry-leading snacks company with a purpose to make more moments of goodness through its iconic brands. With more than 20,000 remarkable employees worldwide, Hershey delivers delicious, high-quality products across approximately 70 countries, generating over \$11.2 billion in annual revenues. The company's portfolio includes beloved chocolate and confectionery brands such as *Hershey's*, *Reese's*, *Kisses*, *Kit Kat*®, *Jolly Rancher*, *Ice Breakers*, *Shaq-a-licious* alongside popular salty snacks including *SkinnyPop* and *Dot's Homestyle Pretzels*.

For more than 130 years, Hershey has been committed to operating responsibly and supporting its people and communities. 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 access to education.

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