



New HERSHEY'S KISSES & Pokémon Foils Are Here

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Highly Anticipated Collaboration Allows Fans to Collect Chocolates Featuring the Original 151 Pokémon

HERSHEY, Pa., June 11, 2025 /PRNewswire/ -- Get ready, Trainers! The *Hershey's Kisses* brand and The Pokémon Company International are joining forces for a chocolate filled journey – introducing special-edition *Hershey's Kisses* wrapped in collectible Pokémon foils.



With 151 unique foil designs inspired by the original Kanto region Pokémon, every unwrapping is a chance to discover, trade and collect them all. From Pikachu to Mew, each *Hershey's Kisses* chocolate is wrapped like a Poké Ball unveiling the classic, melt-in-your-mouth milk chocolate that fans have loved for generations.

"Our collaboration with Pokémon combines the timeless appeal of *Hershey's Kisses* chocolates with the joy of discovery and collecting — making it more than just a treat," said Ashley Reeb, Senior Associate Brand Manager at The Hershey Company (NYSE: HSY). "The special-edition foils may spark a little friendly competition but also unite fans around their love for milk chocolate and Pokémon."

Level Up Your Journey with the *Hershey's Kisses* & Pokémon Collector's Case

To help fans track discoveries and show off their finds, the *Hershey's Kisses* brand is turning sweet nostalgia into a player's dream with a limited-edition Collector's Case – first come, first serve. Designed specifically to hold all 151 chocolates, it's built for fans to proudly display their *Hershey's Kisses* & Pokémon collection and fuel the chase to find every Pokémon.

Fans can create an account on Hersheyland.com/Pokemon for an opportunity to score a special Collector's Case, while supplies last (see Terms &

Conditions [here](#)).

Go Digital: Collect, Track and Share

The *Hershey's* brand is also taking the experience from the wrapper to your digital screen. Throughout the summer, fans can log on to Hersheyland.com/Pokemon to track which Pokémon foils they've collected, monitor progress and unlock digital certificates they can share on social media.

From seasoned Pokémon Trainers to the next generation of chocolate lovers, fans of all ages can find, trade and collect their favorite Pokémon with every unwrapping. Available in 10.1 oz and 34.1 oz bags at participating retailers nationwide, these special-edition chocolates won't last long - so grab your bags and start collecting!

Follow along with the *Hershey's* brand on [Instagram](#).

Pricing is at the sole discretion of the retailer.

About The Hershey Company

The Hershey Company 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 more than 20,000 employees in the U.S. and worldwide who work daily to deliver delicious, high-quality products. The company has more than 90 brand names in approximately 80 countries that drive more than \$11.2 billion in annual revenues, including *Hershey's*, *Reese's*, *Kisses*, *Kit Kat*®, *Jolly Rancher*, *Twizzlers* and *Ice Breakers*, and salty snacks including *SkinnyPop*, *Pirate's Booty* and *Dot's Homestyle Pretzels*.

For over 130 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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