

HERSHEY

The REESE'S and OREO® Brands Announce Iconic Collaboration, Finally Giving Fans What They Have Been Asking For

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Introducing the REESE'S OREO® Cup and OREO® REESE'S Cookie – a two-way collaboration between America's #1 Candy and #1 Cookie.

HERSHEY, Pa., July 30, 2025 /PRNewswire/ -- The rumors are true. The REESE'S and OREO® brands are answering fans' call to collab and unite their iconic flavors with not one, but two new products for fans to enjoy. Introducing the REESE'S OREO® Cup and the OREO® REESE'S Cookie—a two-way delicious mash-up between America's #1 Candy and #1 Cookie.



We've seen the comments and DMs. You've twisted, you've dipped and you've combined the two flavors on social media. The devoted brand fans have been asking for this flavor mashup – mixing and stacking the two flavors together in all kinds of creative and delicious ways. Always committed to delivering bold, exciting snacking experiences, the OREO® brand and REESE'S brand knew this request was simply too good to ignore.

"This collaboration redefines what it means to be a snacking leader by tapping into exactly what our fans are asking for," said Michelle Deignan, Vice President, the OREO® brand, US. "At OREO, we're always striving to break into the cultural conversation with unexpected and delicious partnerships for fans. As a 110+ year-old brand, we're constantly looking for ways to disrupt the snacking market. What better way to show our fans we listen to their evolving snacking needs than to partner with the REESE'S brand to deliver the collab of their dreams."

"At REESE'S, we're obsessed with pushing the boundaries of what chocolate and peanut butter can become — and our fans fuel that fire," said Dan Mohnshine, Vice President, U.S. Confection Marketing, The Hershey Company. "When we heard the incredible demand for a REESE'S and OREO® mashup, we knew we had to make magic happen. This isn't just another product launch — it's two legendary brands coming together to create something absolutely unprecedented that'll blow minds and taste buds everywhere."

More on the OREO® REESE'S Cookie

There's no need to play favorites when you can have the best of both worlds in one delicious treat with the OREO® REESE'S Cookie. Each cookie features signature OREO® chocolate sandwich cookies filled with a REESE'S peanut buttery creme with OREO cookie crumbs.

More on the REESE'S OREO® Cup:

You asked. We crushed it. Introducing the REESE'S x OREO® collab - when America's #1 Candy and the #1 Cookie finally decided to break the internet (and your snack standards). This is the iconic duo our fans have been dreaming about. Begging for. And, now it's here. You're welcome. The REESE'S OREO® Cup brings together milk chocolate and white creme peanut butter cups with OREO® cookie crumbs.

How to get the products:

The new REESE'S OREO® Cup will be available for presale on The Hershey's Store starting August 18. Fans can sign up [HERE](#) for first access as soon as it goes live. The REESE'S OREO® Cup will be rolling out at retailers nationwide starting September 2025 and available in King Size, Standard

Size and Miniature Cups. The product is the latest, permanent edition to the REESE'S portfolio.

The OREO® REESE'S Cookies will be available for presale starting on August 18, but fans can sign up for early access at [OREO.com/UnwrapTheCollab](https://www.oreo.com/UnwrapTheCollab) starting July 30. The OREO® REESE'S Cookies will be available nationwide starting September 2025, while supplies last, and will return to shelves as part of the OREO brand's portfolio in January 2026.

For more information about the REESE'S OREO® Cup and REESE'S products, visit <https://www.hersheyland.com/oreo-cup>, or follow REESE'S on Instagram @REESES, Twitter/X @REESES, Facebook @REESES, and TikTok @REESES.

For more information about the OREO® REESE'S Cookie and OREO® brand products, fans can visit [OREO.com/REESES](https://www.oreo.com/REESES), or follow OREO on Instagram @OREO, Twitter/X @OREO, Facebook @OREOUnitedStates, and TikTok @OREO, to be among the first to know about future brand news.

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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About OREO® Cookie

OREO® is AMERICA'S FAVORITE COOKIE®, available in more than 100 countries around the globe. Over 60 billion OREO® cookies are sold each year with more than 20 billion of those cookies sold in the U.S. annually. An estimated 500 billion OREO® cookies have been sold since the first OREO® biscuit was developed in 1912. For more information, follow OREO® on Facebook @OREOUnitedStates, Twitter/X @OREO, TikTok @OREO, or on Instagram @OREO.

About Mondelēz International

Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2024 net revenues of approximately \$36.4 billion, MDLZ is leading the future of snacking with iconic global and local brands such as OREO, RITZ, LU, CLIF BAR and TATE'S BAKE SHOP biscuits and baked snacks, as well as CADBURY DAIRY MILK, MILKA and TOBLERONE chocolate. Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow the company on X at www.x.com/MDLZ.





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