HAUNTINGLY TASTY: THE HERSHEY COMPANY UNWRAPS NEW TWISTS ON BELOVED HALLOWEEN CLASSICS

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NEW! KIT KAT® Counts, REESE'S Mini Pumpkins and fan-favorite collaborations lead the charge in transforming the Halloween candy experience.

HERSHEY, Pa., Aug. 12, 2025 /PRNewswire/ -- The countdown to Halloween doesn't officially start until The Hershey Company announces their newest lineup of must-have treats – including iconic collaborations wrapped in playful, Halloween-ready packaging that's perfect for delighting trick-or-treaters at every doorstep.



This year's seasonal must-haves are hitting shelves with a few familiar faces including:

- A nostalgic collaboration with Peanuts® celebrating the classic, "It's the Great Pumpkin, Charlie Brown," with ***REESE'S* Pumpkins** and ***REESE'S* Miniatures**, featuring the beloved Peanuts® gang.
- A new spooky shape from the *KIT KAT*® brand! ***KIT KAT*® Counts** join an iconic group of chocolate shapes and are available in snack and jumbo size assortment bags to encourage sharing.
- Get ready for a magical treat this Halloween with the return of *HERSHEY'S* Harry Potter™ inspired chocolates! From the world of Harry Potter, ***HERSHEY'S* Cookies 'n' Crème Harry Potter ™Magical Friends Collection** features your favorite wizarding world characters including Hedwig, Dobby, Buckbeak, and Fawkes.
- ***SHAQ-A-LICIOUS* XL Gummies** feature original flavors and faces in new individual wrappers just in time to dish out on

Halloween.

"Hershey continues to be at the forefront of Halloween festivities, with iconic brands that have become seasonal staples for our consumers to look forward to year after year," said Katie DeCapria, Senior Manager Halloween at The Hershey Company. "This season, we elevated those signature brands and created treats like *REESE'S* Mini Pumpkins and *KIT KAT*® Counts in convenient, shareable packaging making it easier for everyone to enjoy and celebrate together."

To ensure consumers have the best mix of Halloween treats this year, Hershey's new assortment of snack-size chocolate and sweet bags featuring beloved classic varieties for every taste bud. Whether you're a *KIT KAT*® chocolate fanatic, *TWIZZLERS* lover or caramel obsessed, there's a new assortment bag for every trick-or-treater, ranging from 30 to 60-count offerings including:

- **Halloween Lovers - Snack Size *KIT KAT*® Witch's Brew, Counts, Ghost Toast, and Milk Chocolate Assortment (60 ct) -** Celebrate the spooky season with a mix made for Halloween lovers! This assortment features the marshmallow magic of *KIT KAT*® Witch's Brew, the classic crunch of Milk Chocolate in a brand new shape, and the cinnamon toast delight of Ghost Toast.
- **Snack Size *KIT KAT*® Counts and *REESE'S* Bats (30 ct)-** Double the fun this Halloween with a mix that's both spooky and sweet! Enjoy the crispy layers of *KIT KAT*® Counts alongside the peanut butter-filled magic of *REESE'S* Bats.
- **Caramel Lovers - *REESE'S* Caramel Cup, *REESE'S TAKE 5*, *MILK DUDS, ROLO*®, and *PAYDAY* (35 ct)-** Indulge your sweet tooth with the ultimate caramel collection! This mix features the gooey goodness of *REESE'S* Caramel Cup, the salty-sweet crunch of *REESE'S TAKE 5*, the chewy classic *MILK DUDS*, the rich caramel-filled *ROLO®,* and the nutty delight of *PAYDAY*.
- ***TWIZZLER* Lovers – Snack Size Cherry PULL 'N' PEEL, Strawberry Twists, and Rainbow Twists (60 ct)-** Unravel the fun this Halloween with a chewy, fruity mix that's sure to delight! Enjoy the playful Cherry Pull 'N' Peel, the classic Strawberry Twists, and the colorful burst of Rainbow Twists.
- **Snack Size *TWIZZLERS* Strawberry Twists, *HERSHEY'S* Milk Chocolate, *JOLLY RANCHER* Mini Gummies, and *HERSHEY'S* Cookies N' Creme (35 ct)-** Bring the ultimate variety to your Halloween festivities with this frightfully fun mix! Chewy *TWIZZLERS* Strawberry Twists offer a classic fruity bite, while *HERSHEY'S* Milk Chocolate delivers melt-in-your-mouth goodness. Add a pop of fruity fun with *JOLLY RANCHER* Mini Gummies and satisfy creamy candy cravings with the cookies-and-creme delight of *HERSHEY'S* Cookies 'N' Creme.

For sweet snacking on the go, new pouch structures will allow for a better snacking experience no matter where the spooky season takes you including:

- ***REESE'S* Mini Pumpkins Unwrapped-** Get into the Halloween spirit with a poppable take on the iconic pumpkins! *REESE'S* Mini Pumpkins Unwrapped feature the classic combination of creamy peanut butter and milk chocolate in a smaller, easily poppable delight - perfect for festive snacking or sharing (if you must).
- ***TWIZZLERS* Ghosts-** Haunt your taste buds with *TWIZZLERS* Ghosts! These ghost-shaped chews bring spooky fun and fruity flavor to every bite perfect for movie nights, family snack bowls, and Halloween hangouts at home.
- ***JOLLY RANCHER* Gummies Trickies-** Bursting with bold fruit flavors, these chewy bites come in different colors that don't always match the flavor, playing tricks on your taste buds that keep you guessing all season long. A fun and flavorful treat that is the perfect addition to your kitchen counter candy jar.
- For fall enthusiasts, *HERSHEY'S* will introduce their first fall harvest flavor in six years - ***HERSHEY'S Nuggets* Pumpkin Spice Latte**. Leaning into a consumer favorite and fall classic, *Hershey's Nuggets* are the perfect sized milk chocolate treat with pumpkin spice latte flavored crème. Hershey is also bringing back the beloved ***CADBURY* Caramello Miniatures**, delivering smooth caramel wrapped in creamy milk chocolate, a delicious complement to the season's cozy flavors. Also making a seasonal return, ***CADBURY* Mini Harvest Handfuls**, these smooth milk chocolate candies coated in a crisp sugar shell are the perfect festive addition to any Halloween candy dish.
- Looking for something salty this Halloween? We have you covered. Crunchy favorites like *SKINNYPOP* popcorn and *PIRATE'S BOOTY* puffs are now available in Halloween multipacks, making them a fun and easy addition to your at-home snack lineup.

Whether you're stocking up for the Halloween rush, treating yourself on the go or simply enjoying the flavors (and shapes!) of the season, Hershey remains the top choice for all your Halloween candy and snacking needs.

For more information on our products or an interactive trick-or-treat activity please visit hersheyland.com/halloween.

Pricing is at the sole discretion of the retailer.

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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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Harry Potter
HERSHEY'S
cookies 'n' creme
MAGICAL FRIENDS COLLECTION
SNACK SIZE
NET WT 9.45 OZ (267 g)


RESEALABLE
FOR FRESHNESS
Reese's
PEANUT BUTTER
Mini
PUMPKINS
UNWRAPPED
MILK CHOCOLATE &
PEANUT BUTTER CREME
NET WT 7.6 OZ (215 g)

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