



## ONE Introduces New Reese's Layered Protein Bar That "Hits Like Reese's"

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*A new take on protein bars, bringing iconic Reese's flavor into a layered, high-protein format*

HERSHEY, Pa., June 18, 2026 /PRNewswire/ -- ONE is introducing the new ONE x Reese's Peanut Butter Chocolate Flavored Layered Protein Bar, delivering an experience that **Hits Like Reese's** with the perfect combination of chocolate and peanut butter.



The bar pairs Reese's flavor with 18g of protein, proving consumers don't have to compromise between taste and performance. Its layered design creates a more elevated texture and eating experience, becoming a new stand out in the protein bar category. The new bar is available now on [Amazon](#).

"Consumers have long been skeptical that protein bars can fully deliver on taste," said Deanna Lyons, ONE Brand Manager. "By bringing Reese's-inspired decadence into a layered format, we're proving elevated flavor and functional performance can coexist with our ONE Bar that **Hits Like Reese's**."

### A Protein Bar Designed to Stand Out

The ONE x Reese's Peanut Butter Chocolate Flavored Layered Protein Bar:

- Made with the iconic Reese's flavor combination of chocolate and peanut butter for a decadent taste
- Features a layered design that enhances texture and overall eating experience
- Delivers 18g of protein to support everyday routines

- Designed for convenient, on-the-go snacking without compromising flavor

## Where To Buy

The *ONE x Reese's Peanut Butter Chocolate Flavored Layered Protein Bars* are available now online on [Amazon](#).

## FAQs

### What makes this bar different from other protein bars?

The layered format creates a more elevated texture and eating experience, creating a visible and tangible way to experience flavor and performance together. Paired with *Reese's* iconic flavor combination, it delivers a familiar yet standout taste, designed to *Hit Like Reese's*.

### Is it actually a healthy snack or more like a candy bar with protein?

With 18g of protein and only 2g of sugar, this bar offers a balanced option with *Reese's* flavor to support everyday routines, whether it's a quick breakfast, afternoon reset or post-workout pick-me-up.

### Does it actually taste like a *Reese's Peanut Butter Cup*?

The *ONE x Reese's Peanut Butter Chocolate Layered Protein Bar* that "*Hits Like Reese's*" is made with classic *Reese's* flavor combination of peanut butter and chocolate, giving the bar the familiar, iconic taste everyone knows and loves.

### What inspired the product?

The bar brings one of the most iconic flavor combinations into a new format designed for consumers looking to integrate a delicious yet functional bar into their everyday routine.

### About The Hershey Company

The Hershey Company is an industry-leading snacks company with a purpose to make more moments of goodness and a vision to lead next generation snacking. Hershey brings together more than 20,000 employees worldwide to deliver delicious, high-quality products across more than 85 brands in approximately 65 countries, generating more than \$11.7 billion in annual revenues.

Hershey brings its full portfolio to market as ONE Hershey, spanning confection, salty and functional snacking categories with beloved brands like *Hershey's*, *Reese's*, *Kisses*, *KIT KAT*®, *Jolly Rancher*, *Twizzlers* and *Ice Breakers*; salty snacks including *SkinnyPop*, *LesserEvil*, *Pirate's Booty* and *Dot's Homestyle Pretzels*; and a protein portfolio including *ONE Brands* and *Fulfil*.

For more than 130 years, Hershey has operated fairly, ethically and sustainably. Founder Milton Hershey established Milton Hershey School in 1909, and that legacy of purpose endures today through the company's commitment to helping children succeed through equitable access to education.

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Gina Maruschak, [gina.maruschak@mslgroup.com](mailto:gina.maruschak@mslgroup.com).