



Hershey's Puts its Pinky Up for New Creme Bars with KATSEYE

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The new chocolate bar launches with Salted Caramel and Affogato flavors

HERSHEY, Pa., September 1, 2026 /PRNewswire/ -- *Hershey's* announces the launch of *Hershey's* Creme Bars, a new chocolate bar available in two flavor-forward varieties: Salted Caramel and Affogato. Made with smooth milk chocolate and rich creme fillings, the new bar puts a delicious twist on the *Hershey's* chocolate experience fans already know and love.

To celebrate the launch, *Hershey's* is teaming up with global girl group KATSEYE for a new campaign that gives the group's signature "Pinky Up" gesture with a *Hershey's* twist. The commercial ad encourages consumers to turn the simple act of choosing a chocolate bar into an expression of individuality. Fans can watch the campaign spot on YouTube [HERE](#).

Elevating Everyday Moments with KATSEYE

- To introduce the new Creme Bars, KATSEYE is bringing their iconic "Pinky Up" gesture to introduce the new *Hershey's* bars worth trying and talking about.
- The campaign is rooted in the discovery of the new Salted Caramel and Affogato flavors – encouraging people to try something new, share the experience with friends, and celebrate the excitement of the KATSEYE partnership.
- Together, *Hershey's* and KATSEYE recognize a generation of people who express themselves through personal style, community and everyday moments that spark happiness.

"We've teamed up with *Hershey's* to always find joy in the little moments, whether we're traveling, rehearsing, or spending time together," said KATSEYE. "We love that *Hershey's* Creme Bars make those moments feel a little more fun. The partnership felt natural because it's about celebrating your individuality, embracing your own style, and finding happiness in the things that make you feel most like yourself."

Your Happy Place Just Got a Little Sweeter

Hershey's Creme Bars build on the brand's "*Hershey's*. It's Your Happy Place" platform by bringing a fresh flavor experience to the moments people already enjoy, from an on-the-go treat to something new to share with friends.

Fans will have opportunities to try the bars through sampling and pop-up experiences later this fall. *Hershey's* is also partnering with Uber around select cultural moments, helping consumers discover *Hershey's* Creme Bars while they are out, on the move and making plans with friends.

"This *Hershey's* Creme Bar launch is more than introducing a new chocolate bar. It's about celebrating the small choices that help people express themselves and create moments of happiness throughout their day," said Katrina Vatter, Senior Brand Manager, The Hershey Company. "From the trend-forward flavors to our partnership with KATSEYE, *Hershey's* Creme Bars were designed to inspire discovery, self-expression, and shareable moments that feel uniquely your own."

FAQs

What flavors are available?

The newest flavors are Salted Caramel and Affogato, both available in 2.2 oz standard bars and an 8.4 oz snack size pouch.

Salted Caramel combines a rich caramel flavor with balanced sweetness and a creamy, melty bite that's easy to love.

Affogato delivers a fun coffeehouse-inspired twist with a dual-layer filling featuring espresso-flavored caramel and sweet vanilla creme, creating a flavor experience that's both familiar and unexpected.

What makes *Hershey's* Creme Bars different from other *Hershey's* chocolate bars?

Hershey's Creme Bars offer a fresh take on chocolate with trend-forward flavors and distinctive fillings designed for consumers who love discovering what comes next. Available in Salted Caramel and Affogato, the bars deliver share-worthy flavor experiences that bring a little extra happiness to everyday moments.

Who is KATSEYE and what is the "Pinky Up" gesture?

KATSEYE is a multi Grammy-nominated global girl group known for their confidence, individuality, and trend-setting style. The "Pinky Up" gesture, recognized by fans worldwide, is a playful expression of choosing happiness for yourself.

How did the collaboration between *Hershey's* and KATSEYE come together?

The connection was immediate. KATSEYE's bold self-expression, growing cultural influence, and devoted fan community made them a natural fit for *Hershey's* Creme Bars. Together, the partnership celebrates choosing happiness, embracing individuality, and encouraging consumers to confidently express themselves in their own unique way.

When and where are the *Hershey's* Creme Bars available?

Hershey's Creme Bars are available now at participating retailers.

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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