

HERSHEY

A WINNING SEASON TASTES LIKE DOT'S THIS FALL FOOTBALL SEASON

September 16, 2026 at 9:00 AM EDT

Dot's Pretzels is giving fans a sweet and smoky twist to the game-day lineup with limited-time Dot's Chipotle Honey Pretzels.

HERSHEY, Pa., September 16, 2026 /PRNewswire/ -- Dot's Pretzels, the #1 pretzel brand¹, is turning up the heat on fall football with new "A Winning Season Tastes Like Dot's" programming, putting the bold spotlight on the traditions, rituals, and game-day moments that bring fans together every week of the season. At the center of it all: Dot's Original Pretzels are joined this fall by the new, limited-time Dot's Chipotle Honey — proof that winning, on the field or at the table, starts with the right ingredients.



Dot's Original Pretzels remain an undisputed centerpiece of the game-day spread whether fans are having a small watch party at home or an epic tailgate at their Alma matter. Delivering the bold, buttery-rich flavor, signature seasoning and unmistakable crunch, fans have made Dot's Pretzels a staple of their traditions. To add to this, the new, limited-time Dot's Chipotle Honey gives fans a standout flavor built to shake up the spread with a sweet-and-smoky edge fans won't see coming.

To bring that winning mindset to life, the Dot's brand is teaming up with Rookie Football Star, Caleb Downs, whose own pregame rituals — the routines and small, deliberate choices that get him ready for kickoff — mirror the traditions fans build around every watch party, tailgate and living-room huddle. Whether it's a lucky jersey or a can't-skip pregame ritual, Dot's Pretzels are built to be part of the winning season.

Three Ways to Bring The Flavor to Game Day

- **Keep It Classic:** Dot's Original Pretzels deliver the bold, buttery-rich flavor, signature seasoning and unmistakable crunch

that built the game-day traditions fans keep coming back to.

- **Try Something Bold:** *Dot's* Chipotle Honey Pretzels pairs sweet honey with smoky chipotle heat for an unexpected flavor that raises the stakes on the game-day spread.
- **Flavor Staple:** From pregame tailgates to the final drive, *Dot's* bold flavors amplify the exciting moments fans return to week after week — the true mark of a game-day must-have.

"Winning seasons are built with the right ingredients, and so are great game-day spreads," said Natalie Perera, VP of Salty Snacks at The Hershey Company. "What makes *Dot's* Pretzels different is the bold, buttery-rich flavor, signature seasoning and unmistakable crunch that fans keep coming back to every football season. *Dot's* Original Pretzels have earned a place at the center of game day, and with limited-time *Dot's* Chipotle Honey, we're giving fans a sweet and smoky new way to shake up their spread."

"I'm big on having a routine before a game. The preparation, the little things you do the same way every time – it all helps you feel ready when kickoff comes. Fans have those rituals, too, whether it's what they wear, what they watch, or what they have on the table. *Dot's* Pretzels fits right into that for me, and the new limited-time *Dot's* Chipotle Honey Pretzels have quickly become a game-day favorite. That sweet and smoky flavor is a fun change of pace, and it's definitely a snack I've added to my routine," said Caleb Downs, Rookie Football star and *Dot's* brand partner.

This fall, the *Dot's* brand is celebrating the ingredients that make every football season memorable – from the preparation and routines that happen before kickoff to the traditions shared with friends and family. With *Dot's* Original Pretzels at the center of game day and new flavors like limited-time *Dot's* Chipotle Honey adding to the mix, *Dot's* Pretzels are ready to be part of the rituals that bring fans together all season long.

FAQs

What is "A Winning Season Tastes Like *Dot's*"?

"A Winning Season Tastes Like *Dot's*" is *Dot's* Pretzels fall football program celebrating the traditions, rituals and game-day moments that bring fans together all season long. At the center of it all, *Dot's* Original Pretzels are joined this fall by limited-time *Dot's* Chipotle Honey Pretzels, giving fans a standout flavor built to shake up the spread. Through creators, football talent and fan experiences, *Dot's* Pretzels brings the excitement of the season to life.

Why did the *Dot's* brand partner with Caleb Downs?

The *Dot's* brand partnered with Rookie Football Star Caleb Downs to bring an authentic football perspective to the program. His focus on preparation, routine and consistency reflects the campaign's idea that winning seasons are built with the right ingredients – an idea that applies just as much to game-day rituals as it does to football.

What are *Dot's* Original Pretzels?

Dot's Original Pretzels are the brand's signature pretzel, known for their bold, buttery-rich flavor, signature seasoning and unmistakable crunch. As the hero of the *Dot's* lineup, *Dot's* Original is a game-day staple made for the traditions and rituals fans return to throughout football season.

What are *Dot's* Chipotle Honey Pretzels?

Dot's Chipotle Honey Pretzels are a limited-time addition to the *Dot's* lineup, bringing a sweet and smoky twist to the brand's signature pretzel. They're a seasonal option for game day when you're looking to add something unexpected, flavorful and seriously snackable to the table.

How would you describe the flavor of *Dot's* Chipotle Honey Pretzels?

Dot's Chipotle Honey Pretzels combine sweet honey and smoky chipotle heat with *Dot's* Pretzels signature buttery flavor and satisfying crunch. Each bite delivers just the right mix of sweet, smoky and spicy flavor.

How can fans bring *Dot's* Pretzels to game day?

There's more than one way to bring the flavor. Fans can keep it classic with *Dot's* Original, the signature pretzel made for every game-day spread, from kickoff through the final whistle. When you're ready to switch things up, *Dot's* Chipotle Honey adds a sweet and smoky twist to the lineup. Whether it's part of a pregame spread, watch party or final-drive snack, *Dot's* Pretzels fits naturally into the rituals that make football season a winning one.

When and where will *Dot's* Chipotle Honey Pretzels be available?

Dot's Chipotle Honey Pretzels are rolling out at retailers nationwide this fall. Availability, package sizes and pricing may vary by retailer.

What occasions are *Dot's* Pretzels made for?

Dot's Pretzels are made for the moments fans come together. Whether it's a game-day gathering, pregame ritual, watch party or weekend spent cheering on your team, *Dot's* is entering the mix to the traditions fans look forward to all season long.

Pricing is at the sole discretion of the retailer.

¹ *Dot's* is the #1 Pretzel brand during the 52-week period ending 12/28/26, according to Circana (Circana WE 12.28.25, Numerator SOV WE 12.29.24, Advanced Shopper Profile)

About The Hershey Company

The Hershey Company (NYSE: HSY) 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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