Reese's is on the Hunt to Find the Trick-or-Treatiest Street in America

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The No. 1 Halloween candy brand franchise in the country[1] taps data, community insights and a first-ever Halloween Council to find the street that brings Halloween magic to life like no other

HERSHEY, Pa., Oct. 1, 2026 /PRNewswire/ -- *Reese's*, the No. 1 Halloween candy brand franchise in the country[1], is taking its love of Halloween nationwide with a search for the *Reese's* Trick-or-Treatiest Street in America. From spirited decorations and costumes to neighbors who turn out in full force, the search will celebrate the communities that make Halloween magic happen block by block.

Experience the full interactive Multichannel News Release here: https://www.multivu.com/hershey/9413551-en-reeses-trick-or-treatiest-street-in-america

Many streets do Halloween well, but only one can reign with *Reese's*. Drawing on its deep connection to Halloween and insights into how Americans celebrate the season, *Reese's* analyzed everything from candy and costume purchasing trends to festive décor, walkability and community participation. From there, the brand selected the Top 150 Streets in the running, which can be found here: www.hersheyland.com/trickortreatiest.

After the top streets were identified, *Reese's* assemble its first-ever Halloween Council, bringing together some of the most notable Halloween icons Christina Ricci, Kathy Najimy and creators Rachel Iwanyszyn, Zaire Alford and Macy Blackwell. Their assignment was simple: examine the evidence, debate the contenders and announce the street has earned Halloween's ultimate bragging rights as the *Reese's* Trick-or-Treatiest Street in America.

The top street, which will be announced by the *Reese's* Halloween Council on October 21, will receive what every Halloween legend deserves – a *Reese's*-fueled block party in partnership with Zillow, stocked with iconic seasonal favorites, from *Reese's* Pumpkins to *Reese's* Peanut Butter Cups, complete with an epic trick-or-treating experience.

"The best Halloween streets aren't just the ones that decorate or have the biggest budgets," said Christina Ricci, *Reese's* Halloween Council member. "Instead, they are the ones that create an atmosphere where trick-or-treaters keep coming back, and the entire community becomes part of the experience. I'm looking forward to helping *Reese's* uncover the street that truly deserves the title."

"I've taken Halloween very seriously for decades – especially when there's a crown and *Reese's* on the line," said Kathy Najimy. "What I love is a street where the whole block gets into it – where the grown-ups are having as much fun as the kids. I can't wait to see all the costumes, candy, creativity and Halloween spirit to take the crown."

"As a leader in the Halloween candy space, *Reese's* has had a front-row seat to what makes the holiday special for generations," said Melissa Blette, Senior Brand Manager, *Reese's* Brand at The Hershey Company. It's the anticipation leading up to Halloween, the traditions people return to every year and the neighbors who bring entire streets to life that create the kinds of memories people carry with them for years. The *Reese's* Trick-or-Treatiest Street in America is about recognizing the streets that turn that shared spirit into an unforgettable Halloween experience for all."

Fans can follow the full search at https://www.hersheyland.com/trickortreatiest and across *Reese's* and Halloween Council members' social channels, following the journey from the initial contenders through the final announcement.

FAQs

What is the *Reese's* Trick-or-Treatiest Street in America?
The *Reese's* Trick-or-Treatiest Street in America is *Reese's* nationwide search to find and celebrate the street that goes all in on Halloween. Using extensive data and community insights, *Reese's* identified America's Top 150 Trick-or-Treatiest Streets before assembling a Halloween Council to determine which contender deserves the ultimate Halloween crown.

How did *Reese's* identify the Top 150 Streets?
Reese's analyzed a wide range of data points, including candy, costume and Halloween décor purchasing behavior, Census data, walkability and local reputation. The search also incorporated insights from a survey of 15,000 residents to help identify the communities that truly bring Halloween to life.

Where can I see the list of streets included in the top 150? People can check out the full list of the top 150 streets at https://www.hersheyland.com/trickortreatiest.

What makes a neighborhood a great place to celebrate Halloween?
According to *Hershey's* *The Unwrapping Halloween: State of the Season Report*, the best Halloween neighborhoods are defined by participation, generosity and community spirit. In fact, 41% of consumers say the perfect Halloween block is one where everyone participates, while 39% point to streets filled with trick-or-treaters. The report also found that 71% of Halloween enthusiasts are highly excited about Halloween candy, Gen Z prefers full-size candy bars at four times the rate of Baby Boomers (36% vs. 9%), and three Hershey brands rank among the top five Halloween candies. For more Halloween inspiration, trends and tips, visit the Hersheyween Hub.

What makes a street Trick-or-Treatiest?
The best Halloween streets aren't necessarily defined by the biggest decorations or displays. They're defined by neighbors who participate, welcome trick-or-treaters, and create a strong sense of community. The *Reese's* Trick-or-Treatiest Street search looks at the combination of Halloween enthusiasm, neighborhood characteristics and community spirit that makes a street stand out.

Who is on the Halloween Council?
Reese's assembled its first-ever Halloween Council featuring Halloween icons and creators Christina Ricci, Kathy Najimy, Rachel Iwanyszyn, Zaire Alford and Macy Blackwell. Together, they will review the evidence, investigate the contenders and debate about which street has truly earned the title of *Reese's* Trick-or-Treatiest Street in America.

Why is *Reese's* doing this?
As the No.1 Halloween brand[1] and home to iconic seasonal favorites like *Reese's* Pumpkins and *Reese's* Peanut Butter Cups, *Reese's* knows that Halloween is about more than candy. It's about the anticipation, traditions, creativity, and community connections that make the holiday special. The *Reese's* Trick-or-Treatiest Street search gives *Reese's* a new way to celebrate the neighborhoods that bring that Halloween magic to life.

What does the crowned street receive?
The crowned street will receive a *Reese's*-fueled block party in partnership with Zillow, stocked with iconic seasonal favorites, from *Reese's* Pumpkins to *Reese's* Peanut Butter Cups, complete with a trick-or-treating experience worthy of the *Reese's* Trick-or-Treatiest Street in America.

Where can fans follow the search?
Fans can follow the full search at https://www.hersheyland.com/trickortreatiest and across *Reese's* and Halloween Council members' social channels, following the journey from the initial contenders through the final announcement.

Are *Reese's* Pumpkins back this Halloween?
An iconic Halloween treat, *Reese's* classic chocolate and peanut butter combination comes in a pumpkin-shaped format. *Reese's* is the brand of choice for 37% of consumers, while *Reese's* Pumpkins shapes top the category as the favorite Halloween product among 22% of consumers. And new this year and available exclusively on Amazon, the *Reese's* Pumpkin Bowl features 110 snack-size treats in a festive, reusable pumpkin container perfect for Halloween celebrations.

How does *Reese's* celebrate Halloween?
As the number one chocolate brand[2], *Reese's* celebrates the season with fan-favorite treats like *Reese's* Pumpkins and experiences designed to make Halloween even more memorable. From early-season excitement to Halloween night, *Reese's* helps people enjoy every moment of the season.

How does *Reese's* help bring Halloween magic to life?
Reese's believes the best Halloween memories aren't made by one house; they're made by entire neighborhoods. From decorations and trick-or-treat traditions to the people who go all out every year, *Reese's* celebrates the communities that keep Halloween magic alive through iconic seasonal treats and programs like *Reese's* Trick-or-Treatiest Street in America.

What makes Halloween special to *Reese's*?
Reese's believes Halloween is one of the most meaningful moments of the year because it's rooted in traditions people look forward to and share together. From decorating homes and dressing in costumes to trick-or-treating, Halloween creates the kinds of moments that bring communities closer and turn ordinary streets into unforgettable destinations.

[1]Reese's was the top-selling Halloween candy franchise brand during the 10-week period ending 11/2/25, according to Circana (Total US MULO)

[2]SOURCE: Circana HWN 2025 Flag, MULO+C

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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