Hershey's Celebrates Its Story with Five-Cent Milk Chocolate Bars Ahead of the HERSHEY Movie

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One-day offer on Nov. 25 revives a nostalgic piece of Hershey's history, alongside a vintage-inspired packaging collection

HERSHEY, Pa., Nov. 18, 2026 /PRNewswire/ -- For generations, *Hershey's* Milk Chocolate Bars have been part of the moments and memories people share. On Wednesday, Nov. 25, 2026, *Hershey's* is bringing back the bar's original five-cent price in celebration of *HERSHEY*, the upcoming movie that brings Milton and Catherine "Kitty" Hershey's story to a new generation.*



First introduced for five cents in 1900, the *Hershey's* Milk Chocolate Bar helped bring chocolate, once considered a luxury, within reach for more people. For one day only, a limited quantity will be available at that original price through select retailers and experiences, while supplies last, giving fans a sweet way to experience a piece of that history:

- **Hershey's Chocolate World:** Visitors to the Hershey, Pa. and Times Square in New York, N.Y., locations can purchase a classic *Hershey's* Milk Chocolate Bar for five cents plus applicable tax during regular operating hours, beginning at 9 a.m. ET in Hershey and 10 a.m. ET in Times Square. Limit ten per person, while supplies last; no further discounts apply.
- **Walmart:** Starting at 9 a.m. ET, shoppers can purchase a classic *Hershey's* Milk Chocolate Bar for five cents for online pickup when shopping at Walmart.com with a Walmart account. Fans shopping in store can also take advantage of the offer through the Ibotta app by purchasing a bar and uploading a photo of their receipt to receive cash back. Limit five per person, while supplies last; not available for Ship to Home; no further discounts apply.

- **Amazon:** Starting at 9 a.m. ET, shoppers can purchase a classic *Hershey's* Milk Chocolate Bar for five cents from Amazon Grocery and get Same-Day Delivery for it (where available), including many major metropolitan areas like Philadelphia and Chicago. Fans can use the promotional code shared on *Hershey's* social media channels to receive free shipping at checkout for qualifying addresses only. Availability will depend on your delivery address. Tax is calculated based on the customers' total basket. Additional fees may apply for non-Prime members or expedited shipping. Limit two per person, while supplies last, quantities limited; no further discounts apply.

The special offer celebrates a memorable part of *Hershey's* history on the day the *HERSHEY* movie arrives in theaters nationwide.

"The five-cent bar gives fans a chance to experience a sweet piece of *Hershey's* story for themselves," said Samantha Siegal, Senior Marketing Director, The Hershey Company. "Bringing it back on the day *HERSHEY* debuts in theaters gives fans a fun way to celebrate the brand's roots and the story that inspired it."

A Familiar Brand Story, Rediscovered

Behind one of America's most iconic chocolate brands is a history more than a century in the making. Yet while the brand is familiar to millions, fewer know the story of chocolate pioneer Milton Hershey and his wife, Catherine "Kitty" Hershey, whose vision built a company, a community, and an enduring legacy.

In addition to the five-cent offer, *Hershey's* launched a limited-edition, vintage-inspired packaging collection that brings elements of the brand's history back to shelves this fall.

Inspired by some of *Hershey's* earliest packaging, the vintage-inspired collection brings archival details back to shelves, including a historic wordmark, Milton Hershey's signature, and period-inspired typography. An on-pack QR code also invites fans to learn more about the people, places, and ideas that helped shape *Hershey's*.

The packaging collection is available now for a limited time at participating retailers nationwide and shop.hersheys.com across a variety of *Hershey's* favorites, including *Hershey's* Milk Chocolate Bars and *Hershey's Kisses* chocolates, ahead of the *HERSHEY* movie debut in theaters nationwide on Nov. 25, 2026.

Fans can follow *Hershey's* on Instagram and TikTok for additional information.

**Available at select locations and through select retailers, while supplies last. Additional terms apply.*

FAQs

How can fans get a classic *Hershey's* Milk Chocolate Bar for five cents?
For one day only on Nov. 25, a limited quantity of classic *Hershey's* Milk Chocolate Bars will be available for *Hershey's* original five-cent price through special offers from Walmart, Amazon, and *Hershey's* Chocolate World locations in Hershey, Pa. (9 a.m. ET) and Times Square in New York, N.Y. (10 a.m. ET).

At Walmart, beginning at 9 a.m. ET, fans can purchase the bar for five cents online at Walmart.com with a Walmart account or shop in store and access the offer through the Ibotta app by uploading a photo of their purchase receipt to receive cash back.

On Amazon.com, beginning at 9 a.m. ET, shoppers can purchase the bar for five cents from Amazon Grocery and get Same-Day Delivery for it (where available), including many major metropolitan areas like Philadelphia and Chicago. Fans can use the promotional code shared on Hershey's social media channels to receive free shipping at checkout for qualifying addresses only. Availability will depend on your delivery address. Tax is calculated based on the customers' total basket. Additional fees may apply for non-Prime members or expedited shipping. Limit two per person, while supplies last, quantities limited; no further discounts apply.

At Hershey's Chocolate World, guests can purchase the bar for five cents plus applicable tax during regular operating hours. The offer begins at 9 a.m. ET at the Hershey, Pa., location and 10 a.m. ET at the Times Square location.

Offers are available while supplies last, with a limit of five bars per person through Walmart, two bars per person at Amazon, and ten bars per person at Hershey's Chocolate World. No further discounts apply.

Is the five-cent offer part of the *Hershey's* vintage-inspired collection?
The five-cent offer is on classic *Hershey's* Milk Chocolate Bars, not bars featuring the vintage-inspired packaging. It is a special one-day celebration tied to *Hershey's* history and the *HERSHEY* movie debut. The broader *Hershey's* vintage-inspired collection is available separately at participating retailers nationwide and shop.hersheys.com for a limited time.

What is *Hershey's* vintage-inspired collection? Which products are included?
Hershey's vintage-inspired collection is a limited-edition collection, featuring vintage-inspired packaging across *Hershey's* favorites. Inspired by some of *Hershey's* earliest packaging, the designs bring archival details back to shelves, including a historic wordmark, Milton Hershey's signature, and period-inspired typography.

The *Hershey's* vintage-inspired collection includes *Hershey's* Milk Chocolate Bars (Standard Bar, King Size Bar, XL Bar, Giant Bar, 10.35-ounce Snack Size Pouch) and *Hershey's Kisses* chocolates (9.5-ounce *Hershey's Kisses* Pouch, 30-ounce *Hershey's Kisses* Pouch).

When and where will the *Hershey's* vintage-inspired collection be available?
The *Hershey's* vintage-inspired collection is available now for a limited time at participating retailers nationwide and shop.hersheys.com. Pricing is at the sole discretion of the retailer.

How is *Hershey's* vintage-inspired collection connected to the *HERSHEY* Movie?
The *Hershey's* vintage-inspired collection is inspired by the story featured in *HERSHEY*, the upcoming movie about chocolate pioneer Milton Hershey

and Catherine "Kitty" Hershey. The movie debuts in theaters nationwide on Nov. 25, 2026.

Where can fans find updates about *Hershey's* vintage-inspired collection?
Fans can follow *Hershey's* on Instagram and TikTok for additional information.

What is the *HERSHEY* Movie about?
The *HERSHEY* movie tells the story of Milton Hershey and Catherine "Kitty" Hershey. It follows Milton Hershey's work as a confectioner and the growth of his chocolate business. The film also shows the Hershey's' decision to create a home and school for children, seeking greater opportunity, and the events that led them to place their fortune in its care.

What role does Angel play in the *HERSHEY* movie?
Angel is the movie's theatrical distributor. It is responsible for releasing *HERSHEY* in theaters and supporting the movie's marketing and publicity. Angel did not write, produce, or direct the movie.

Where can I learn more about the *HERSHEY* movie?
HERSHEY is a Major Motion Picture informed by real people, events, and places. For more about the movie, the historical research behind it, and how documented events were adapted for the screen, visit HersheyLegacy.org.

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.

To learn more visit **www.thehersheycompany.com**.

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Pricing is at the sole discretion of the retailer.





HERSHEY

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