

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

January 10, 2025

Date of Report (Date of earliest event reported)



THE HERSHEY COMPANY

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of incorporation)

1-183

(Commission File Number)

23-0691590

(IRS Employer Identification No.)

19 East Chocolate Avenue

Hershey, PA 17033

(Address of principal executive offices)

(Zip Code)

(717) 534-4200

(Registrant's telephone number, including area code)

Not Applicable

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, one dollar par value	HSY	New York Stock Exchange

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging Growth Company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

**Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

On January 10, 2025, Kristen J. Riggs, President, Salty Snacks of The Hershey Company (the “Company”), informed the Company of her intention to depart the Company to pursue other opportunities. Ms. Riggs will step down from her President, Salty Snacks role on February 3, 2025, and will assist with the transition of her responsibilities until her departure.

**Item 7.01. Regulation FD Disclosure.**

On January 13, 2025, the Company issued a press release announcing Ms. Riggs’ upcoming departure from the Company and the appointments of Veronica Villasenor as President, Salty Snacks and Andrew Archambault as President, U.S. Confection, both effective February 3, 2025. A copy of the press release is attached hereto as Exhibit 99.1 and is hereby incorporated into this Item 7.01 by reference.

The information in Item 7.01 of this Current Report on Form 8-K, including Exhibit 99.1, shall not be deemed “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities under that section, and shall not be incorporated by reference into any registration statement or other document filed under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such filing.

**Item 9.01. Financial Statements and Exhibits.**

(d) *Exhibits.*

<u>Exhibit Number</u>	<u>Description</u>
<a href="#">99.1</a>	<a href="#">The Hershey Company Press Release dated January 13, 2025</a>
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

THE HERSHEY COMPANY

Date: January 13, 2025

By: /s/ James Turoff

James Turoff  
Senior Vice President, General Counsel and Secretary



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**Hershey Announces Appointments of  
New Presidents of Confection and Salty Divisions**

*Andrew Archambault Named President of U.S. Confection*

*Veronica Villasenor Named President of Salty Snacks*

HERSHEY, Pa., Jan. 13, 2025 /PRNewswire/ – The Hershey Company (NYSE: HSY) today announced two leadership appointments. Andrew Archambault has been named President, U.S. Confection, and Veronica Villasenor has been named President, Salty Snacks. Both appointments are effective February 3, 2025.

Archambault, who joins Hershey from Keurig Dr Pepper (KDP), and Villasenor, who is a Hershey veteran of 22 years, will be part of Hershey’s Executive Committee and will work closely with the team to continue advancing the company’s priorities and play key company-wide leadership roles. Villasenor succeeds Kristen Riggs, who is leaving Hershey after 20 years to pursue other opportunities.

“Andrew is a proven executive who has transformed complex consumer brand portfolios through his deep commercial expertise and customer-centric approach,” said Michele Buck, The Hershey Company President and Chief Executive Officer. “I am very excited to pair this announcement with an internal promotion, welcoming Vero as our new President of Salty Snacks. Vero’s extensive experience across the Hershey business will be key to the continued success of our Salty business. I am confident that Andrew and Vero are the right leaders to advance our leading snacking powerhouse vision and deliver on our next phase of growth. I also want to thank Kristen for her many valuable contributions during her long tenure at Hershey, including her leadership integrating Dot’s and Pretzel’s, Inc. and setting up the commercial foundation to scale our Salty Snacks business. I wish her the very best in all her future endeavors.”

Archambault will oversee a portfolio of iconic brands including *Hershey’s*, *Reese’s* and *Jolly Rancher*. He brings a wealth of experience from KDP where he was instrumental in evolving well-known brands, including Dr Pepper®, Canada Dry®, *Core Water* and *Motts*®, to deliver results at scale. Most recently, as President, U.S. Refreshment Beverages, Archambault rapidly grew the business and positioned KDP for the long-term through strategic acquisitions and partnerships. He previously served as Chief Customer Officer at KDP and held leadership roles across corporate, customer and sales teams at The Nature’s Bounty, Co., Bacardi USA and The Coca-Cola Company.

“It is an honor to join Hershey during a period of strategic transformation,” said Archambault. “I, like so many others, am inspired by this iconic company and its beloved brands and look forward to working

with the incredible Hershey team to build for the future as we take this business to the next level of growth.”

Villasenor’s proven track record at Hershey will help drive Salty Snacks’ growth ambitions. She previously served as Vice President of Salty Snacks and brings a unique perspective from her roles in management, marketing and innovation from across Hershey’s three business units – Salty Snacks, Confection and International. Her passion for delivering innovative solutions that serve consumers and customers, coupled with her relentless pursuit of excellence, has driven remarkable results throughout her career.

“I am honored to step into this new role and continue building our portfolio and capabilities to deliver accelerated growth with our Salty Snacks team,” said Villasenor. “Throughout my career at Hershey, I have been deeply committed to delivering for our customers, delighting our consumers and developing our people. I’m excited to continue this journey.”

### **About The Hershey Company**

The Hershey Company (NYSE: HSY) is an industry-leading snacks company known for making more moments of goodness through its iconic brands, remarkable people and enduring commitment to doing the right thing for its people, planet, and communities. Hershey has more than 20,000 employees in the U.S. and worldwide who work daily to deliver delicious, high-quality products. The company has more than 90 brand names in approximately 80 countries that drive more than \$11.2 billion in annual revenues, including *Hershey's*, *Reese's*, *Kisses*, *Kit Kat*®, *Jolly Rancher*, *Twizzlers* and *Ice Breakers*, and salty snacks including *SkinnyPop*, *Pirate's Booty* and *Dot's Homestyle Pretzels*.

For over 130 years, Hershey has been committed to operating fairly, ethically and sustainably. The candy and snack maker's founder, Milton Hershey, created Milton Hershey School in 1909, and since then, the company has focused on helping children succeed through equitable access to education.

To learn more visit [www.thehersheycompany.com](http://www.thehersheycompany.com).