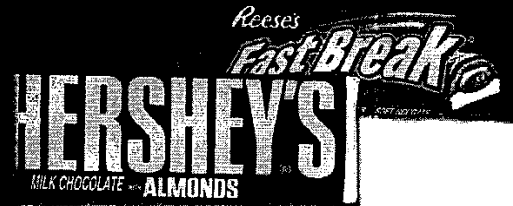


# HERSHEY'S Vending

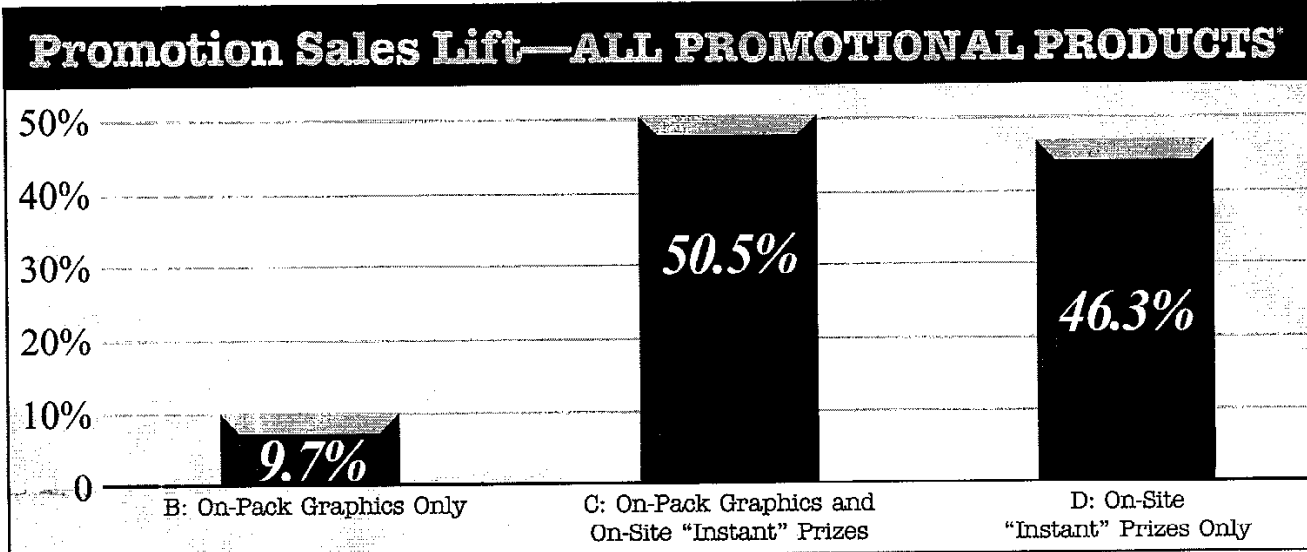
Give your sales a lift™  
with HERSHEY'S promotions.



Reese's  
2 PEANUT BUTTER CUPS



Research proves that machine promotions build incremental sales and overall machine profits.\*

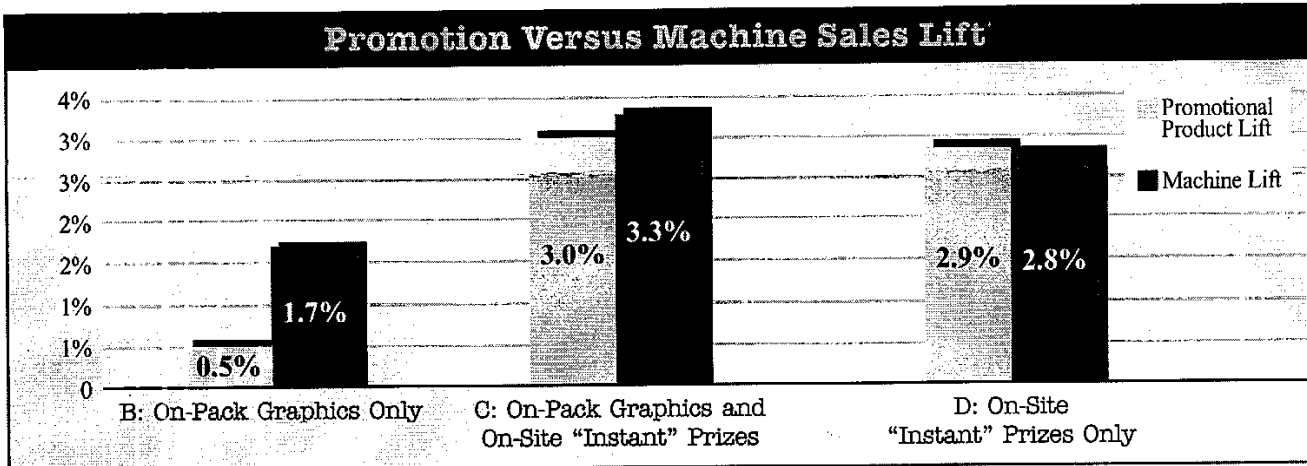


In our continuing effort to help you maximize your machine sales, Hershey's is leading the industry in research and development and passing the news on to you. Consider this...

- 2002 Vending Machine Sales Velocity Test\* offers powerful proof that you can make substantial increases in volume based on a variety of promotional structures
- On-pack graphic bursts, on-site instant prize programs and a combination of on-pack graphics and on-site instant prize programs can deliver up to a 50% increase in sales!

# Smart. Simple.

Machine promotions build total machine revenue!



- Sales of Hershey's promoted products skyrocketed +426%, with an average test product sales rising from 2.7 units/\$100 of machine revenue to 14.2 units/\$100.
- In addition, all promotional scenarios resulted in velocity lifts for the promotional products.

**Summary by Promotion Cell-ALL MARKETS\***

Units per \$100 of Machine Revenue

	Volume Lift over Pre-Test Period	Revenue Lift over Pre-Test Period	% Unit Lift over Pre-Test Period	% Revenue Lift over Pre-Test Period
<b>On-Pack Graphics Only</b>	0.8	\$0.50	8.3%	9.7%
<b>On-Pack and Instant Prize</b>	5.6	\$3.34	49.2%	50.5%
<b>Instant Prize Only</b>	4.6	\$2.83	45.0%	46.3%

## Benefits Beyond the Promotion

- Research shows that the promotions created additional consumer interest in the machines while creating an overall positive image for the operator.

**The results are clear...vending machine promotional programs add velocity and volume to your sales. Ask your Hershey's Customer Sales Executive for more details.**

