

IT PAYS TO BE SWEET:

HERSHEY FOODSERVICE

QUALITY DESSERTS ATTRACT YOUNGER GENERATIONS



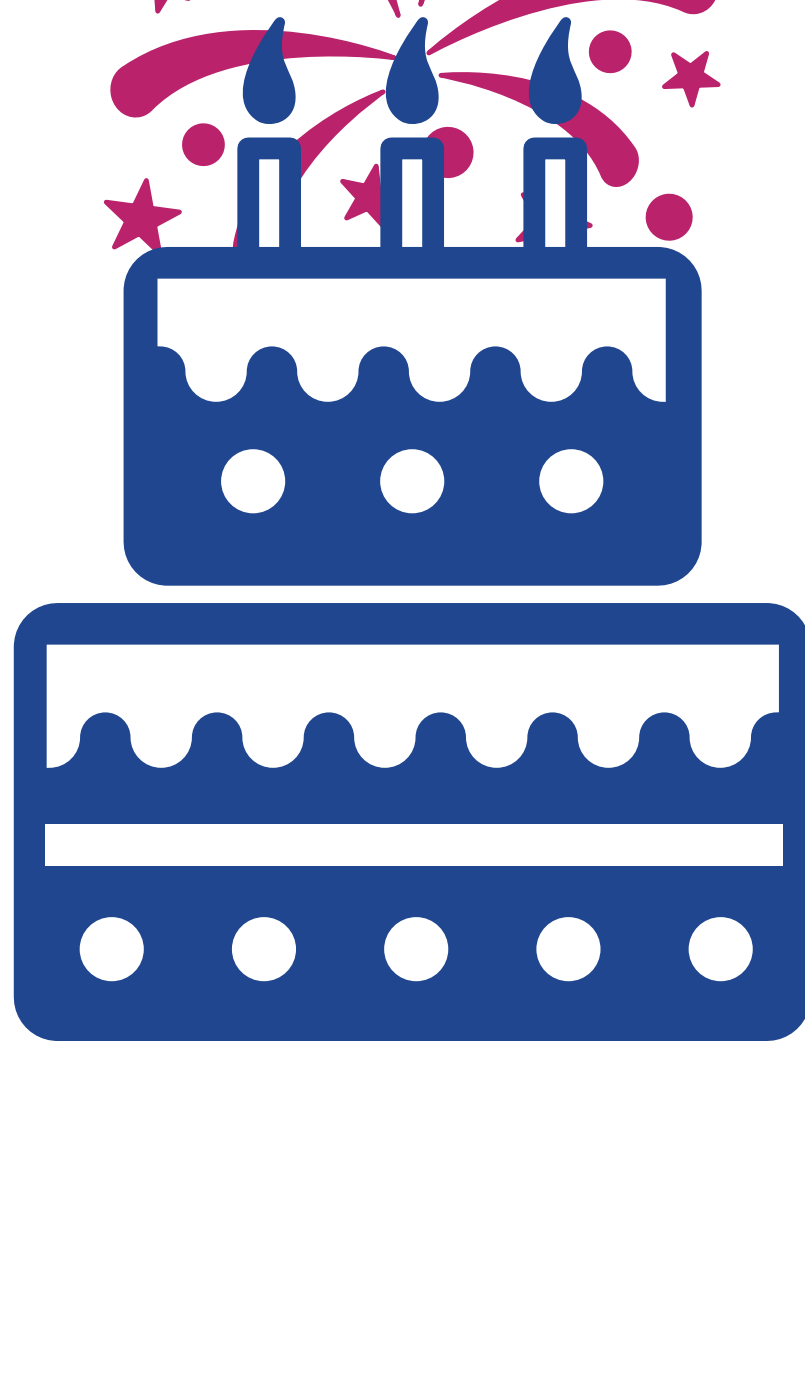
Gen Z and Millennial* consumers are **DESSERT OBSESSED**

87%

think about eating dessert

ONE OR MORE

TIMES PER DAY!



76%

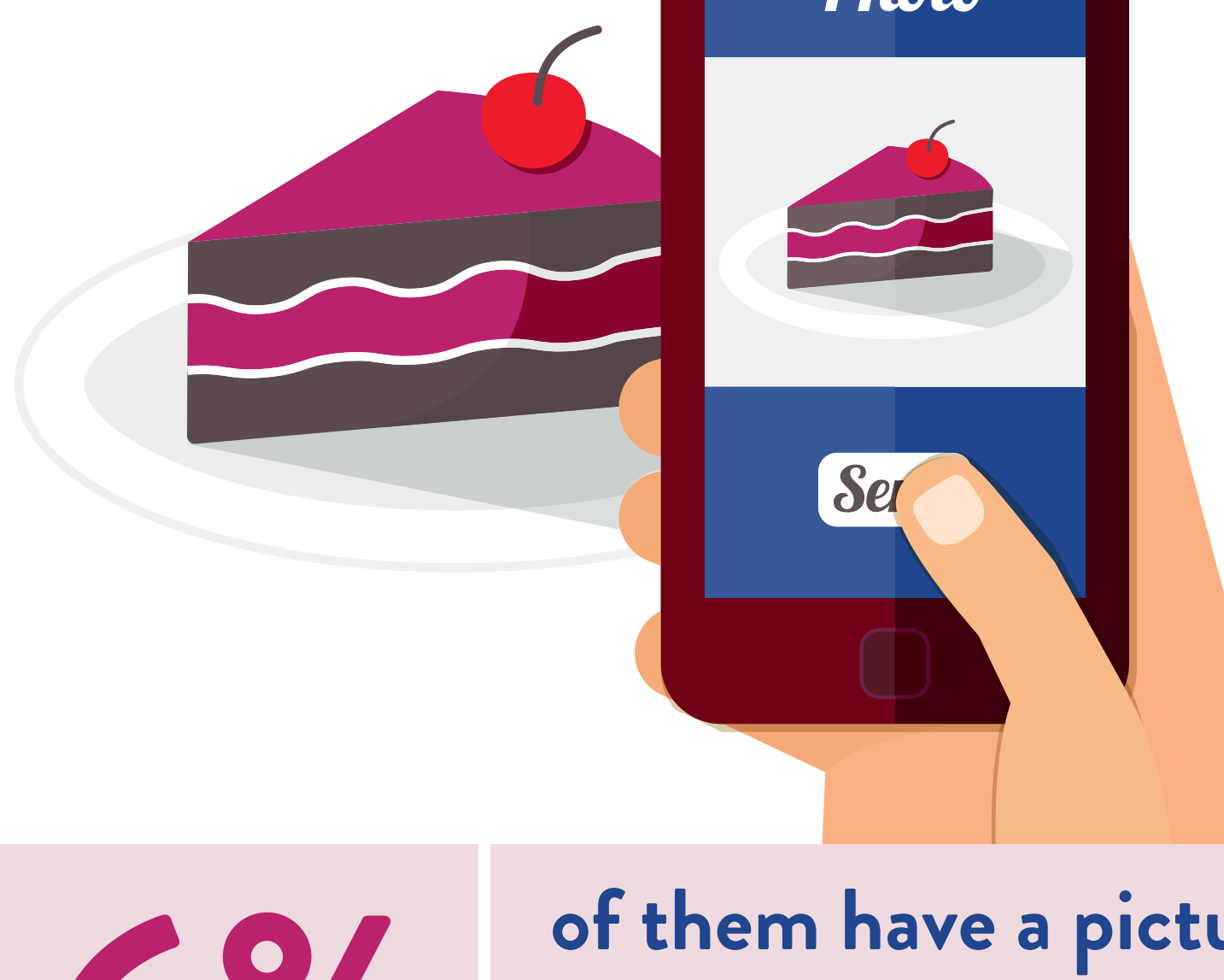
of Gen Z and Millennial consumers

THINK DESSERT

IS ESSENTIAL

TO SPECIAL

OCCASIONS



46%

of them have a picture of a dessert on their phone **RIGHT NOW**

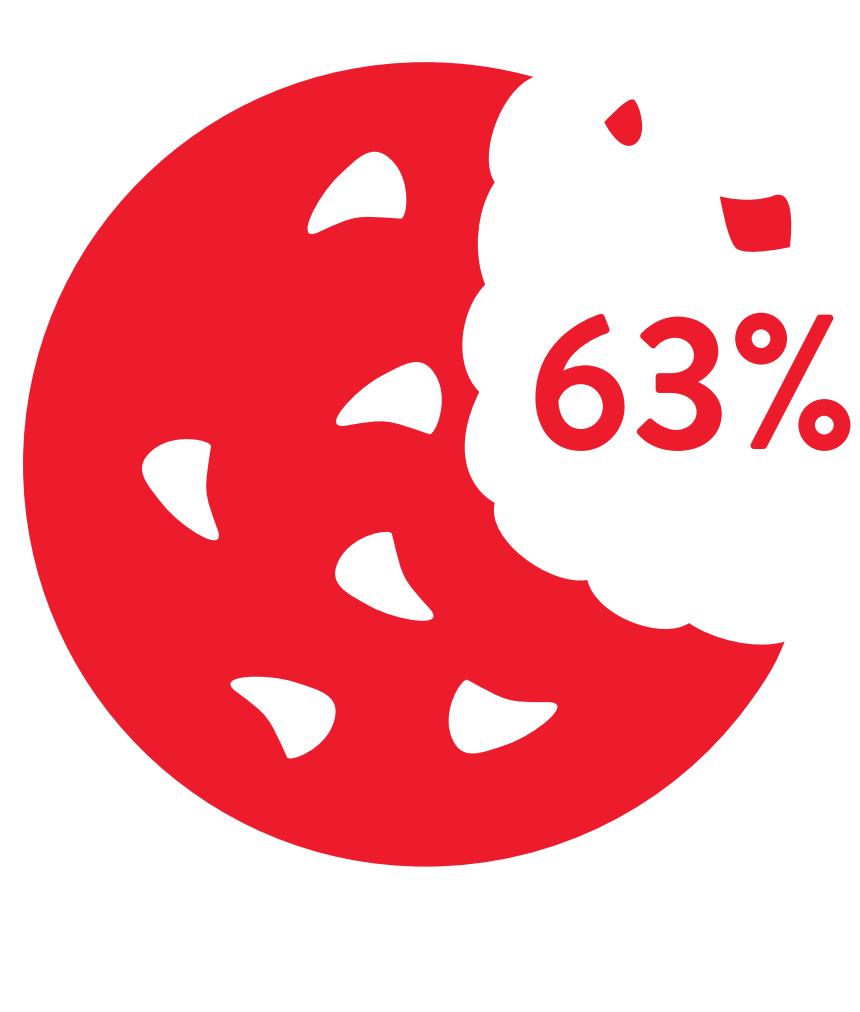


HERSHEY branded desserts can increase **RESTAURANT VISITS AND PROFITS**



70% OF GEN Z

are likely to return to a restaurant where they enjoyed a **HERSHEY BRANDED DESSERT TO ORDER ANOTHER**



63%

THE MAJORITY OF MILLENNIALS (63%) WOULD INDULGE AS WELL

MORE THAN 1/2 of Gen Z and Millennial consumers believe a

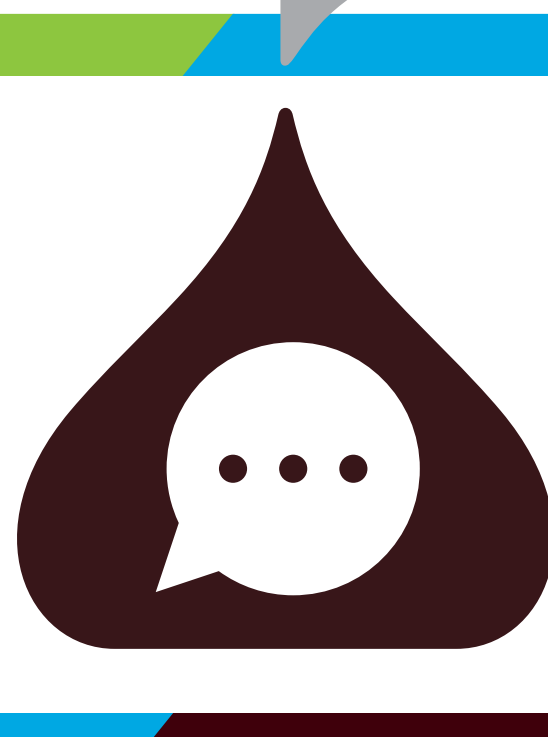
DESSERT IS HIGHER QUALITY IF IT HAS HERSHEY INGREDIENTS and are willing to pay a premium.



1/3 OF YOUNGER CONSUMERS



are willing to pay **BETWEEN \$.50 AND \$1.50 MORE** for a **HERSHEY** dessert



GEN Z SHARES ITS SWEET TOOTH on social media

DESSERTS ARE THE #1 FOOD that Gen Z photographs (42%)

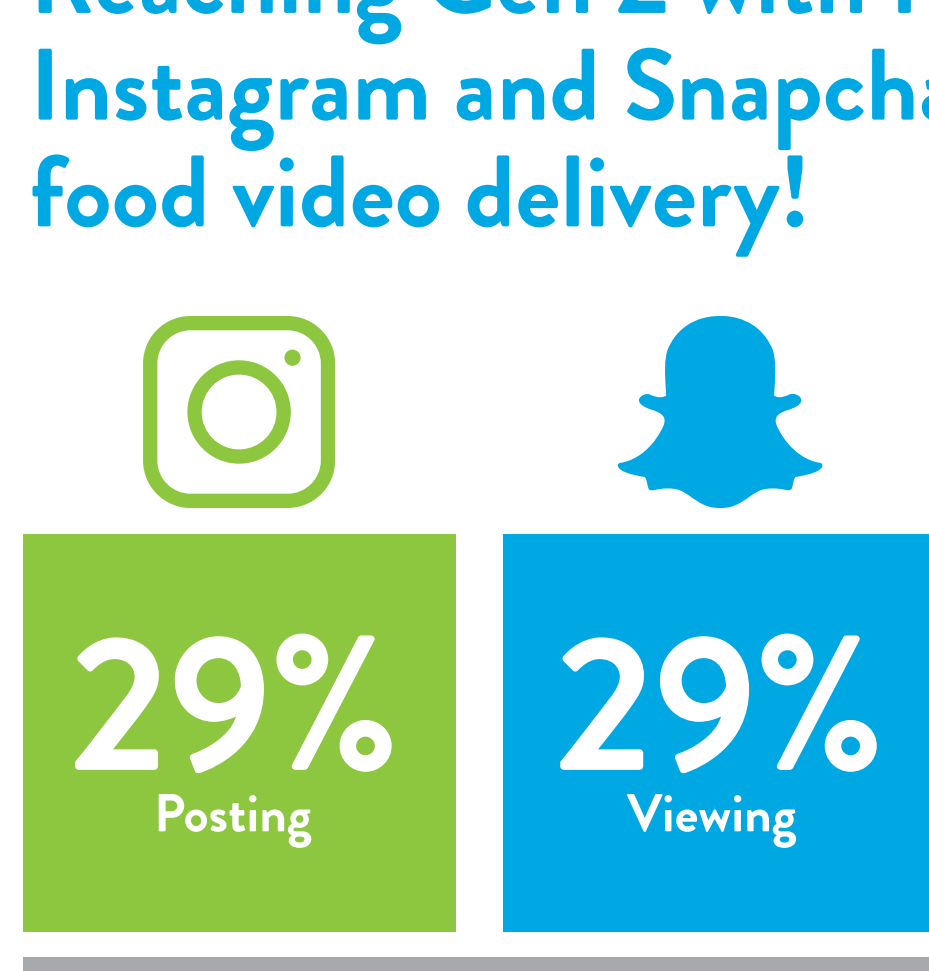


32%

of Gen Z says social media ads featuring branded desserts

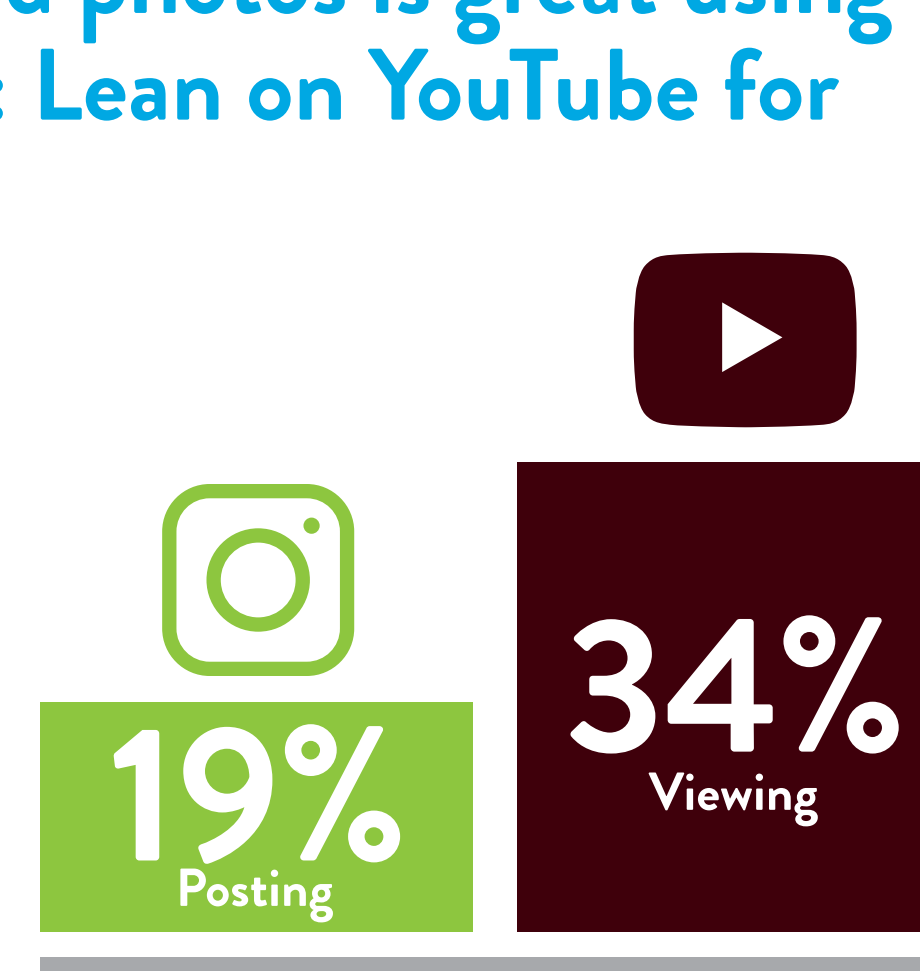
WILL ABSOLUTELY GET THEIR ATTENTION

Reaching Gen Z with food photos is great using Instagram and Snapchat: Lean on YouTube for food video delivery!



PICTURES

Gen Z equally prefers Instagram and Snapchat for both viewing and posting food pictures.



VIDEOS

Gen Z overwhelmingly prefers YouTube for viewing food videos.



For more information, please contact Hershey Foodservice at press@hersheys.com.

*This infographic is based on research results from a new national study by Hershey Foodservice (hersheys.com/foodservice) and The Center for Generational Kinetics (GenHQ.com). The study was conducted online from October 24, 2017 to November 1, 2017 with 1,250 U.S. respondents ages 18-39 including a 250-person oversample of Gen Z ages 18-21. The sample was weighted to current U.S. Census data for age, gender, and region. The sample has a margin of error of +/-3.1% against the U.S. population.