

## Hershey brings Chocolate World experience to travel retail

By **Mary Jane Pittilla** on August, 7 2018 | Confectionery & Fine Foods



Hershey staff celebrate the new pop-up store, which carries both Hershey chocolates along with non-confectionery Hershey branded goods, a first for Hershey in travel retail

The Hershey Company and DFS Group have partnered to create a dynamic pop-up promotional space at New York JFK Terminal 4.

The new concept features both Hershey chocolates along with non-confectionery Hershey branded goods, a first for Hershey in the travel retail channel.

This exclusive portfolio is only available at the DFS JFK location or in the company's own Hershey's

Chocolate World stores in Times Square and Hershey, Pennsylvania.

"This pop-up space will be in place through the end of August and promises to deliver a consumer experience that will generate excitement for the confection category in this airport retail environment," said Nancy Amato, Team Lead Customer Marketing for Hershey Travel Retail.

Featured in the space are unique interactive elements, including a life-sized Miss Kiss statue. This centerpiece attraction provides passengers a memorable photo opportunity that they can share with friends and family around the world.

Also included is a branded customization station that will allow customers to create a customized label with their picture and message and apply it to a NYC-themed gift box when they purchase four Hershey Giant Bars tablets.

"Tablets and gifting play a large role in confectionery purchases within travel retail," said Amato. "We strategically brought these two together for this activation, making a very desirable destination themed, traveler gift."

To round out the space, travelers will discover a selection of Hershey-branded plush toys, pillows, and exclusive confectionery products only found in its own Hershey's Chocolate World stores.

"We are delighted to offer our traveling customers an exclusive selection of exciting Hershey products at JFK International Airport Terminal 4 this summer," said Mark Sullivan, DFS Group Managing Director, North America.

"DFS is proud to partner with the Hershey brands in creating new and engaging ways to interact with our consumers."

Said Mariely Prudencio, Hershey Team Lead for Travel Retail Americas: "At our JFK-DFS pop-up store, the unique products, interactive elements and Miss Kiss statue makes it fun to shop. Consumers can buy unique, NYC-themed souvenirs or create a personalized Hershey gift."

She added: "The whole store is fun and engaging. It is the result of a strong and collaborative partnership between the DFS and Hershey teams, sharing a passion to offer traveling consumers an exciting, unique shopping experience."



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