Hershey Chocolate Bar

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Brief History

- Milton Hershey- Caramel Company
- William Murrie- Sales that brought the chocolate part to the map- 1894
- 1899- First American to manufacture milk chocolate
- 1926- First to sell chocolate syrup for home use
- 1927- Offers shares to the public
- 1945- Milton Hershey died
- Operates in more than 90 different countries
Research and Product Development

- Hershey had professional tasters
- All the chemicals used meet the regulations.
- Used different farms.
  - Sugar beats from Minnesota and North Dakota.
  - Different locations produced different flavor and textures.
  - Used fresh milk.
- Hershey recognized the need for cheaper chocolate.
  - Made it available to the average consumer.
Manufacturing

- Harvest Cocoa Beans
  - Cacao is located in West Africa
  - Beans are fermented
    - Seven days
    - Transported

- Roasting the beans
  - Blended from four different countries

- Chocolate liquor
  - Inside nibs are separated
Manufacturing (Cont.)

- Melted into pure chocolate
- Four key ingredients
  - Chocolate liquor
  - Cocoa butter
  - Sugar
  - Whole milk
Promotional programs
Until 1970’s, ads were only in store windows and on consumer products
One of the earliest Hershey TV ad: https://youtu.be/47-bIY2vZMY
Partnered with Starbucks, Nabisco, Kraft, Coca-Cola for advertising
Packaging

Changed colors from maroon and gold to maroon and silver due to lawsuit from Peter’s Chocolate
Wholesale distributors, chain groceries, mass mercenaries, etc.
  ○ Resell to secondary consumers

Distribution Networks
  ○ Strategically located distribution centers
  ○ Efficient shipment

Local carriers for transportation
Consumer Use

- Consumers eat the products
- Chocolate is used in the Hershey Spa
  - Pedicure/manicure
  - Bath
  - Used in massage
  - Facials
Final Disposition

  - 8 Plants Converted
    - Hazleton, Reese(Hershey), West Hershey, Y&S, Robinson, Stuarts Draft, Chocolate World.

- Other waste sent to waste-to-energy incinerators.
  - Helps eliminate need for landfills.

- Consumer waste.
  - Wrappers thrown away go to landfills.
  - Wrappers can be recycled.
Works Cited


