



40 YEARS OF INNOVATION

For 40 years, Hershey's® Chocolate World® Attraction has brought the iconic Hershey brand to life for over 150 million visitors. Since the day the doors first opened, the combination of multisensory and customizable guest experiences have translated retail innovation into smiles, laughter and many happy Hershey's® memories for guests.

Over the past four decades, Hershey's® Chocolate World® Attraction has celebrated a number of key milestones and defining moments that have sweetened the brand experience for millions of guests.

- 1973:** Hershey's® Chocolate World® Attraction opens its doors for the first time, offering chocolate-lovers a "behind-the-scenes" view of the creation of the classic confections through a simulated factory tour ride.
- 1984:** Hershey's® Chocolate World® Attraction visitors take on the Hershey's® brand - literally - with personalized messages on molded chocolate bars, followed by personalized 5 lbs. bars (1999) and packaging that features customers' images on a Hershey's® Milk Chocolate Bar wrapper or genuine Hershey's® Chocolate World® Attraction Syrup bottle (2009).
- 1988:** With the expansion of chocolate-inspired food court and retail areas, Hershey's® Chocolate World® Attraction tempts guests with the aroma of Hershey's® Chocolate World® Cookies baking as they exit the tour ride.
- 2000:** Visitors to Niagara Falls, Canada plunge into a chocolate-lovers dreamscape with the opening of the first Hershey's® retail experience outside of Hershey, Pennsylvania.

- 2002:** Hershey's® Chocolate World® Attraction premieres an eye-popping 3D Show to give audiences an even sweeter entertainment experience, the first of its kind to use in-theater special effects in the Northeastern United States
- 2002:** A new Hershey's® store opens in New York City's Times Square featuring actual factory equipment to dispense candy to millions of Hershey's® chocolate patrons at the landmark location.
- 2007:** Guests celebrate the Hershey's® Kisses® Chocolates brand 100 year anniversary with the unveiling of the world's largest Hershey's® Kisses® Chocolate at Hershey's® Chocolate World® Attraction in Hershey, Pa. Verified by the Guinness World Records, the giant confection weighed in at 30,540 lbs., equivalent to the weight of over 3 million standard -sized Hershey's® Kisses® Chocolates.
- 2008:** Hershey's® Chocolate World® Attraction makes its first appearance outside North America in Shanghai, bringing the chocolate-loving experience to millions more in the Eastern Hemisphere.
- 2008:** The Hershey Company answers the call from chocolate lovers everywhere with the sale of the first World's Largest Kiss®, followed by the World's Largest Reese's® Peanut Butter Cup in 2009. These iconic representations are now among the thousands of unique items guests can find at Hershey's® Chocolate World® Attraction.
- 2008:** Hershey's® Chocolate World® Attraction takes guests on a chocolate tasting adventure through the new attraction that allows visitors to learn the art of chocolate tasting and the origins of chocolate.
- 2009:** Hershey's® Chocolate World® Attraction builds its first Holiday Chocolate House in Hershey, Pa., inviting visitors into 150 square feet of a chocolate lover's winter wonderland, covered completely with Hershey's® chocolate and confections.
- 2010:** The new Hershey's® Create Your Own Candy Bar attraction, a state-of-the-art automated chocolate manufacturing line, transforms Hershey's® Chocolate World® Attraction guests into chocolatiers, one custom-made Hershey's® Chocolate bar at a time.
- 2012:** Guests join in [virtually] catapulting Hershey's® Kisses® Chocolates into the famous commercial via the new Hershey's® Kisses Retail Experience, the first use of Kinect motion technology in a retail setting.
- 2013:** Hershey's® Chocolate World® Attraction enters a new dimension with the unveiling of a new 4D experience, the first and only show of its kind that allows audiences to interact with the characters and help direct the show through groundbreaking technology and digital puppeteers.