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**REESE'S INTRODUCES PEANUT BUTTER-FREE CUPS WITH SUNBUTTER**

**Toronto, Ont. – October 6, 2016** - The Hershey Company has announced their partnership with sunflower manufacturer, SunButter to create a new product line of Reese's peanut butter cups -- Reese's SunButter cups. This new line extension of Reese's features SunButter whose main ingredient is roasted sunflower seeds, making it a healthy and safe alternative to peanut butter. Reese's SunButter cups will be packaged in a bright green and yellow wrapper, which is distinctively different from its' original orange packaging.

"We wanted people with peanut allergies to enjoy our product too," said John Bilbrey, president of The Hershey's Company. " We were able to replicate the original recipe and substitute SunButter without compromising the taste of Reese's. Our new packaging reflects this change and most importantly avoids confusion between the two candy bars."

Dan Hofland, vice president of SunButter is excited to be launching Reese's SunButter cups because of the impact it will have on people with severe peanut allergies. "Working with The Hershey Company to create a product that kids and adults can eat safely has been an accomplishment. I am confident that this will have a positive impact in schools and grocery stores all over North America."

The Hershey's company is North America's largest chocolate manufacturer since 1894. Hershey's chocolate has not changed much over the last 100 years and the company still prides itself in producing quality chocolate made with simple ingredients for all to enjoy.

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\*Registered trademark of Kraft General Foods Canada Inc.

