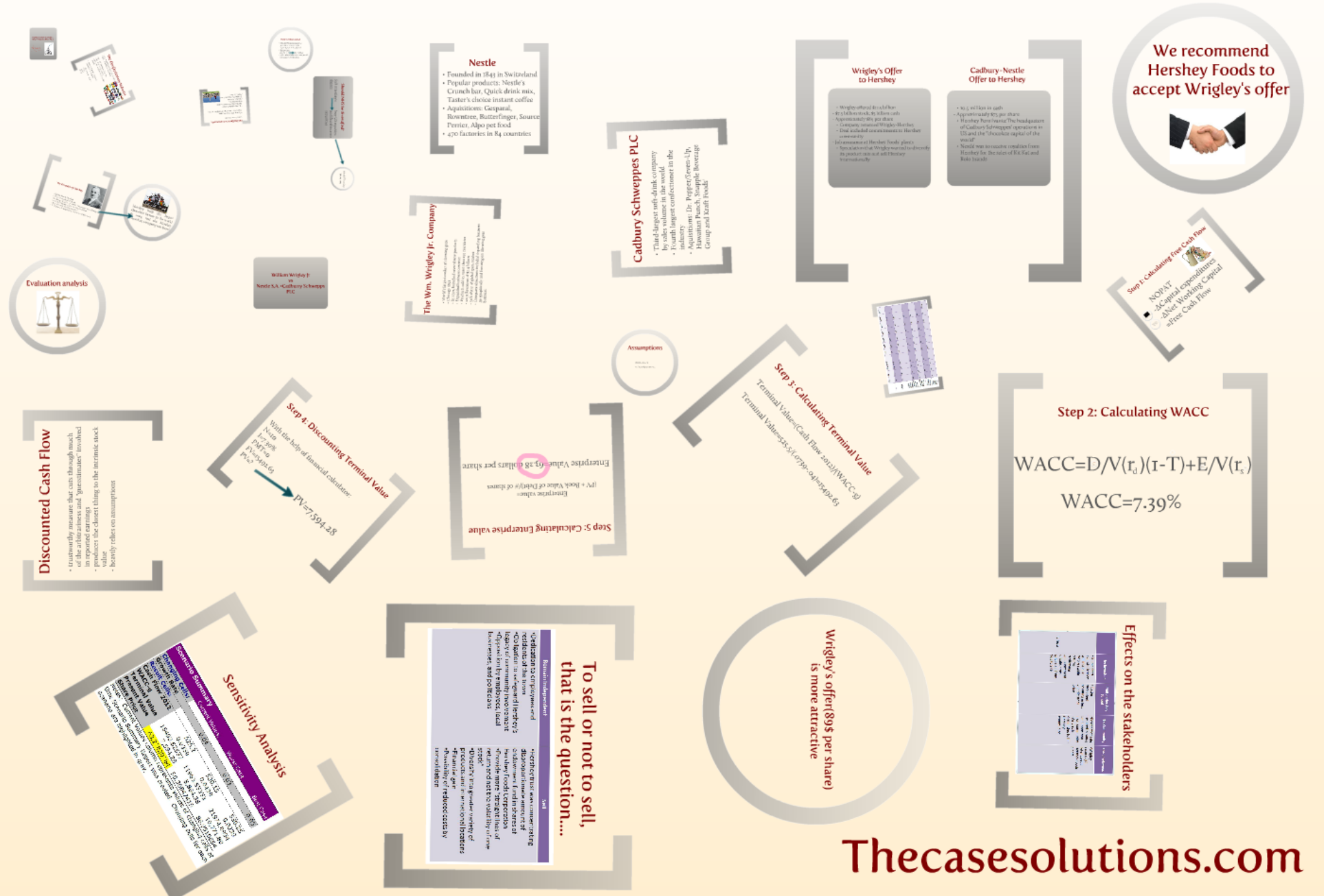


Hershey Foods Corporation: Bitter Times in a Sweet Place



Hershey Foods Corporation: Bitter Times in a Sweet Place

OLIVIA TADON
SVETLANA ILICHEVA
CORALIE POVIANOU
KELLI-ANNE SCHARSCHMIDT
JENNIFER YANG



The Confectionary Industry

- 2001- \$24 Billion in the United States
- Today- \$60 Billion Worldwide
- 55% of the market- Chocolate
- 12% of the market- Gum
- 32% of the market- Nonchocolate Candy
- Important producers in the confectionary industry:
 - The Hershey Company
 - Mars
 - Kraft
 - Nestle



The Founder of Hershey



- Milton Snavely Hershey
- Elementary school drop out
- At the age of 29, he opened the Lancaster Caramel Company
- Sold the business 14 years later for \$1 Million
- Kept chocolate-making machines
- Used proceeds to purchase 1,200 acres of farm land!