

# Milkshakes refresh the beverage menu



Capitalize on these trends by using Hershey branded ingredients

Consumers love having them as a snack



say they order a milkshake for a snack at least occasionally

MILKSHAKES ARE A BIG SELLER:

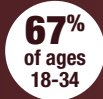


of restaurants have them on the menu

And they're willing to pay more for them if they're made with ingredients from the brands they love

57%

"At restaurants, I like to purchase desserts made with brand-name ingredients"

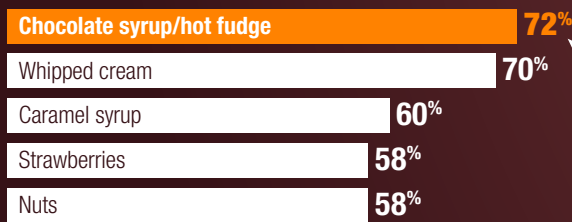


The most popular milkshake flavors are the classics

1. Chocolate
2. Vanilla
3. Strawberry

As for toppings, the most popular ones for ice cream are all a perfect fit for milkshakes

"I would consider putting \_\_\_ on my ice cream:



Average price of a milkshake: **\$3.85**

