

A HERSHEY'S TIMELINE

The History of the Chocolate Company



1878

Milton Hershey creates his first candy company in a Philadelphia suburb. It then fails and goes under six years later.



1886

Milton Hershey walks away from two unprofitable confectionery ventures. He starts a caramel company with chocolate covered caramel that becomes an instant hit.



1894

Hershey's cocoa is introduced by the company. It is the very first Hershey product that is available to the public. This is when the Hershey's brand is created.



1900

Chocolate goes from being a luxury that only the rich could buy, to a treat that everyone can afford after Milton builds his factory.



1903-1905

Milton builds a model town with a trolley system, houses, schools, and a zoo to provide his workers a better quality of life.



1906

Hershey park is built for employees and their families to make them happier.





1907

Hershey's kisses milk chocolates are introduced. They were wrapped by hand in foil.



1925

The peanut filled Mr. Goodbar is invented. It was the first chocolate bar since the chocolate bar.



1926

Hershey's chocolate syrup is then invented. This then leads to the invention of chocolate milk.



1927

The first recipe for s'mores appears in the Girl Scout handbook using Hershey's chocolate bars.



1929-1939

Milton funds the "Great Building Campaign" in Hershey, PA. This puts 600 men to work during the great depression. The Krackle bar is also invented.



1945

Before Milton Hershey passes away, he gives his entire wealth to the company, town, and charitable schools and institutions.



NOW

Hershey's continues to make new chocolate products and spreads happiness around the world.



Sources:
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