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Hershey expands sweets portfolio with acquisition of Sour Strips

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The Hershey Company announced it has acquired Sour Strips, a fast-growing sour candy brand with a powerful social media presence. Sour Strips' "sour candy that doesn't suck" enhances Hershey's presence in the category and expands its reach to new consumers for more snacking occasions.

Founded in 2019 by social media personalityÂ Maxx Chewning, Sour Strips set out to invigorate the sour candy category with a distinctive product that combines shockingly sour flavours with innovative branding to elevate the candy experience. Chewning will continue to lead marketing and innovation efforts for the brand.

"The acquisition of Sour Strips expands Hershey's offerings within our growing sweets portfolio with a product that is beloved by consumers," said Mike Del Pozzo, President, U.S. Confection, The Hershey Company. "We're energised to welcome Maxx and the Sour Strips team to Hershey as we relentlessly accelerate our growth in sweets."