THINK LIKE AN ENTREPRENEUR
Business News for Kids
Issue 1 · November 2026

FROM AN IDEA TO ... HERSHEY'S

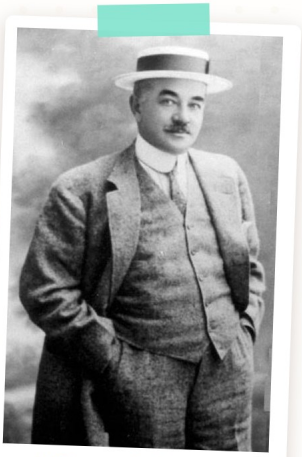
THE SWEET SMELL OF SUCCESS!



Founder: Milton S. Hershey **Founded:** 1894 **Headquarters:** Hershey, Pennsylvania

Milton Hershey was born on September 13, 1857. When he was 12 years old, Milton left school (with only a 4th grade education) and started working as an apprentice at Royer's Ice Cream Parlor in Lancaster, PA. There, he learned how to make candy such as taffy, lemon drops and lollipops. When Milton turned 18, he moved to Philadelphia with dreams of becoming a candy entrepreneur (someone who starts their own business).

Milton's first candy business failed. He spent the next few years traveling around the country, trying to start other candy ventures. Although none were successful, Milton learned something new at every stop, like how to make candy with milk and how to mass produce products (making lots of them at once). Milton used these learnings to launch the Lancaster Caramel Company. This time, sales took off!


Milton sold his first chocolate bar in 1900.

In 1893, Milton visited the Chicago World's Fair and smelled something sweet... it was chocolate! After tasting chocolate for the first time, he turned to a family member and proclaimed, "I'm going to make chocolate!" Milton bought every chocolate machine at the World's Fair and shipped them home to Pennsylvania.

Milton experimented with his chocolate machines for years, trying to create the perfect milk chocolate bar. In 1900, he launched the first Hershey chocolate bar. It was priced at just 5 cents, so almost anyone could afford one. Milton cleverly sold it in places candy had never been sold before, like train stations and newsstands. In 1907, he created Hershey's Kisses.

Milton also built an entire town for his workers complete with houses, parks, and playing fields. The streets have names like Chocolate Avenue and Cocoa Avenue. In 1909, Milton and his wife, Kitty, started a school for orphans. In 1918, Milton gave his entire fortune to the school, making it worth over $23 billion today!

Milton Hershey died in 1945 but the Hershey Company is now one of the biggest food companies in the world with products like Reese's, Jolly Rancher, and KitKat, plus snacks like Skinny Pop and Dot's Pretzels.



Hershey, Pennsylvania, is nicknamed "The Sweetest Place on Earth."

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CLASSROOM ACTIVITY

Invent a new candy bar!

Milton Hershey had a good candy strategy - he developed a delicious **product** at a low **price**, then sold it in clever new **places**. Use the 5Ps here to invent a candy bar of your own!

1. **Product.** What flavors and fillings are inside your candy bar? Give it a name.

   _____

2. **Package.** On a separate sheet of paper, design a candy wrapper or packaging that makes people want to buy it.
3. **Price.** Each bar costs $0.29 to make. If you sell it for $1.50 and sell 200 bars, how much profit do you make?

   _____

4. **Promotion.** Write a tagline, a short and catchy sentence, for your candy.

   _____

5. **Place.** Where will you sell it? Name two places where your customers would see it.

   _____

Business News

The Business of Cocoa Beans



Chocolate begins with cocoa beans, which come from cacao pods. These pods grow on trees in hot places near the equator, and most of the world's cocoa comes from West Africa. But bad weather and disease can hurt the harvest there and affect cocoa prices. When trees produce fewer beans, supply becomes scarce and prices increase. Recently, cocoa prices reached so high that Hershey swapped out chocolate for a cheaper substitute in some of its products. This upset many chocolate fans, including the grandson of the founder of Reese's Peanut Butter Cups. In April 2026, Hershey promised to bring back its classic chocolate recipes in 2027.

Supply and demand. Supply is how much there is of something. Demand is how badly that something is needed.
High supply and low demand = low prices.
Low supply and high demand = high prices.

Fun Fact!

Mr. Goodbar got its name by mistake! When the candy was in development, Milton Hershey overheard someone say, "That's a good bar." Milton heard, "That's Mr. Goodbar" and the name stuck!

Fun Fact!

Milton and Kitty planned to sail home on the Titanic in 1912. A business meeting changed their plans, and they never stepped aboard the doomed ship.



Fun Fact!

Hershey's best-selling candy is Reese's Peanut Butter Cups. They were invented in 1928 by H.B. Reese. Hershey acquired (bought) Reese's in 1963.

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