



Hershey to Reintroduce Chocolate in Products Amid Reese's Legacy

Description

The grandson of the inventor of Reese's Peanut Butter Cups has openly criticised The Hershey Company for altering the recipes of its classic products. Recently, he seems to have achieved a measure of success in his campaign against these changes.

Hershey has announced plans to revert to using "classic milk and dark chocolate recipes" for all its Reese's and Hershey's products by 2027. Brad Reese shared that if this change is true, credit belongs to the loyal fans who voiced concerns about Hershey's modifications. He also noted some reservations, suggesting that the company might be attempting to reshape its public image.

Reese has previously expressed strong doubts about Hershey's commitment to quality after the company moved away from real milk chocolate in some products. He mentioned that if the Valentine's Day Reese's Mini Heart continues to lack the authentic taste next year, he will view the company's claims with suspicion.

Hershey CEO Kirk Tanner confirmed the changes during an interview, stating that investments would be made to align products with the brand's identity. He added that current recipes for Reese's Peanut Butter Cups, unchanged since 1928, would soon apply to other inspired candies.

Overall, less than 3% of Reese's products will see this shift, alongside plans to remove artificial colours from products by the end of next year. Tanner also emphasised that the decision to return to real chocolate was already in motion before public backlash.

Vocabulary List:

1. **criticised** /'krɪtɪ,saɪzd/ (verb): said something was wrong or not good
2. **revert** /rɪ'vɜːt/ (verb): go back to a previous state or way
3. **reservations** /,rezə'rveɪʃənz/ (noun): feelings of doubt or not full agreement
4. **commitment** /kə'mɪtmənt/ (noun): a strong promise to do something
5. **align** /ə'laɪn/ (verb): make something agree or work together
6. **backlash** /'bæk,læʃ/ (noun): a strong public reaction against something

Comprehension Questions



Multiple Choice

1. What is the relationship of Brad Reese to the inventor of Reese's Peanut Butter Cups?
Option: Son
Option: Grandson
Option: Niece
Option: Brother
2. What has Hershey announced it will revert to by 2027?
Option: Using real sugar
Option: Using classic milk and dark chocolate recipes
Option: Using more artificial ingredients
Option: Offering vegan options
3. Who is the CEO of Hershey mentioned in the article?
Option: Jim Loree
Option: Kirk Tanner
Option: Michele Buck
Option: David McCaffrey
4. What percentage of Reese's products will see the shift in recipes according to the article?
Option: Less than 5%
Option: Less than 3%
Option: Less than 7%
Option: Less than 1%
5. What is planned to be removed from products by the end of next year?
Option: Artificial colours
Option: Gluten
Option: Dairy
Option: Nuts
6. What recipe for Reese's Peanut Butter Cups has remained unchanged since which year?
Option: 1920
Option: 1925
Option: 1928
Option: 1930



True-False

7. Brad Reese has praised Hershey for its commitment to quality.
8. Hershey plans to revert to classic chocolate recipes by 2027.
9. Less than 10% of Reese's products will be affected by the recipe changes.
10. The changes to Hershey's recipes were initiated due to public backlash.
11. Kirk Tanner indicated that investments would be made to align products with the company's identity.
12. Real milk chocolate was consistently used in Hershey's products without any changes.

Gap-Fill

13. Hershey plans to return to using classic milk and dark chocolate recipes by _____ .
14. Brad Reese criticized Hershey for altering the recipes of its _____ products.
15. The current recipes for Reese's Peanut Butter Cups have not changed since the year _____ .
16. Hershey aims to remove artificial _____ from products by the end of next year.
17. Brad Reese expressed doubts about Hershey's commitment to _____ .
18. Less than _____ of Reese's products will undergo changes in the recipes.

Answer

Multiple Choice: 1. Grandson 2. Using classic milk and dark chocolate recipes 3. Kirk Tanner 4. Less than 3%
5. Artificial colours 6. 1928

True-False: 7. False 8. True 9. False 10. True 11. True 12. False

Gap-Fill: 13. 2027 14. classic 15. 1928 16. colours 17. quality 18. 3%



Answer

CATEGORY

1. Business - LEVEL4

POST TAG

1. chocolate
2. ESL learning
3. esl news
4. hershey
5. Level 4
6. reese's

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