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For your successful startup in Mexico

## Hershey's brings the chocolate back to Mexico!

The Hershey Company, the chocolate and candy industry's giant, will relocate and start up a new capacity in Nuevo León, México, in order to seize the opportunity of lower cost operations. As part of this strategy, Hershey's will close its plant in Oakdale, California.



Hershey's Chairman, President, and CEO, Richard H. Lenny, illustrated this strategy as “part of the global transformation of the supplying chain”. Mr. Lenny explained that during the next months, Hershey's businesses will improve subsequent to accelerating its market growing through the introduction of new innovating products and increasing the effectiveness of the retail sale.

These two strategies, combined with a solid expansion process and its commercial alliances in China and India, surely will strengthen Hershey's global position in a close future.

The Everest Group will manage the entire equipment relocation process from teardown in the US to installation and proofing Hershey's new facility, while ensuring compliance with all Mexican standards. Hershey's plant in Mexico is still under construction.

As a result of this project, The Everest Group has been invited to participate in future relocation processes from the US to Mexico.

You can learn more about The Hershey Company by visiting its web site at:  
<http://www.thehersheycompany.com>

Source: The Everest Group.  
[www.TheEverestGroup.com](http://www.TheEverestGroup.com)