



The Hershey Company Announces Retirement of Brent Cotten, Head of Global Customer & Industry Affairs

FOR IMMEDIATE RELEASE

HERSHEY, Pa., (May 11, 2026) — The Hershey Company today announced that Brent Cotten, Head of Global Customer & Industry Affairs, will retire from the Hershey Company June 26, 2026, after 34 years with the company.



Cotten has served as a trusted leader and industry ambassador for Hershey, representing the company across major U.S. trade associations, customer events and global industry forums. Over more than three decades, he played a critical role in building strong partnerships across the confectionary, convenience and food retail industries.

Cotten began his career with Hershey in 1992 as a Sales Representative in the Nashville District and went on to hold a series of leadership roles across Sales and customer organizations, including District Manager, Area Sales Manager and Director of National Accounts for U.S. Convenience. In his most recent role, he leads Global Customer & Industry Affairs, representing the company to industry partners and trade organizations across North America and globally.

Throughout his career, Cotten served in leadership and advisory roles across numerous industry organizations, including the National Confectioners Association (NCA), National Association of Convenience Stores (NACS), FMI Foundation, National Association of Chain Drug Stores (NACDS), and the Convenience Distributors Association (CDA). His industry contributions have been recognized with several of the sector's highest honors, including induction into the National Confectionary Sales Association Hall of Fame and the Convenience Store News Hall of Fame.

"Brent's impact on Hershey and the broader industry cannot be overstated," said Tiffany Menyhart, Chief Customer Officer, The Hershey Company. "He has been an exceptional leader and advocate for our customers and our industry and his legacy will continue through the relationships and foundations he helped us build."

The Hershey Company thanks Cotten for his decades of leadership and commitment to the business and wishes him continued success in his retirement.

About The Hershey Company

The Hershey Company is an industry leading snacks company known for making more moments of goodness through its iconic brands, remarkable people and enduring commitment to doing the right thing for its people, planet, and communities. Hershey has more than 20,000 employees in the U.S. and worldwide who work daily to deliver delicious, high-quality products. The company has more than 90 brand names in approximately 80 countries that drive more than \$11.2 billion in annual revenues, including *Hershey's*, *Reese's*, *Kisses*, *KIT KAT*®, *Jolly Rancher*, *Twizzlers*, and *Ice Breakers*, and salty snacks including *SkinnyPop*, *Pirate's Booty* and *Dot's Homestyle Pretzels*.

For over 130 years, Hershey has been committed to operating fairly, ethically and sustainably. The candy and snack maker's founder, Milton Hershey, created Milton Hershey School in 1909, and since then, the company has focused on helping children succeed through equitable access to education.

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