



FOR IMMEDIATE RELEASE

[CLICK HERE to download café photos](#)

Media Contact:
NICOLE WOODS, IVCC
c | 484.343.0057
e | nwoods@phlvisitorcenter.com

Independence Visitor Center Corporation Opens New Café Experience by *Hershey's Kitchens*

The café is the final element of the \$15 million Visitor Experience Improvement Project.

PHILADELPHIA, PA (May 22, 2019) – This month, **Independence Visitor Center Corporation (IVCC)** has a sweet surprise in store for Philadelphia visitors and residents: the opening of a new café experience by ***Hershey's Kitchens***.

The café is the final element of the **Visitor Experience Improvement Project**, a multi-phase renovation of **Independence Visitor Center**, which welcomes an average of 2.5 million visitors annually.

“For the final phase of our renovations, we are thrilled to introduce a fantastic new café concept,” said **James J. Cuorato, President and CEO, IVCC**. “By working with the world-renowned **Hershey Company** and our longtime partner, **Event Network**, we have developed another great attraction for the Visitor Center. It’s fun, it’s family-friendly, and it partners with a great Pennsylvania company.”

The first ***Hershey's Kitchens*** café will offer **indulgent treats by the historic brand; locally-sourced savory menu items and coffee beverages; and themed retail products**. The stunning eatery transforms the space and invites visitors to relax and recharge while enjoying lunch or a snack, with expanded seating that extends from the café to a dedicated “itinerary planning” area.

Some exciting features and experiences offered by the new ***Hershey's Kitchens*** café include:

- ***Hershey's Signature S'mores***: Permanent s'mores-making station that creates *Hershey's* one-of-a-kind recipe using 4x4 in. graham crackers, custom marshmallow, and an entire milk chocolate bar. Guests can also customize their s'more with other *Hershey's* and *Reese's* favorites;
- **Warm Baked Goods**: Filled brownies, cookies & soft pretzels with melted chocolate dipping sauce;
- **Indulgent Beverages**: Signature Milkshakes, hot chocolate & *Jolly Rancher* Slushies;
- **La Colombe Coffee**: Brewed, iced, and draft lattes by the Philadelphia-based coffee roaster;
- **Healthy Lunch Items**: Freshly prepared salads & sandwiches with ingredients from local companies;
- **Custom Souvenirs**: Apparel & home accessories featuring *Hershey's* brand and Philly icons.



Event Network, Inc., which oversees retail management and operations of the IVCC's Independence Gift Shop, has been integral in the café's development and will continue to manage its operations after opening.

Event Network's conservation initiatives are evident in its choices of **local companies** for sourcing non-Hershey ingredients (**Dietz & Watson, La Colombe, Turkey Hill**); and use of **sustainable or compostable materials** for cutlery, containers, paper straws, napkins, and bags.

"This is an incredibly exciting partnership between The Hershey Company, Event Network, and the Independence Visitor Center Corporation. To bring to life a café anchored by such an iconic Pennsylvania company—Hershey's—in this historic place is a very unique collaboration. For the millions of visitors who will get the opportunity to enjoy a warm, fresh s'more—among other savory and tasty treats—while planning their time in Philadelphia, their stop by *Hershey's Kitchens* café will help to further commemorate their special experience. We are thrilled to be a part of delivering that experience," said **Jerry Gilbert, Principal and Chief Marketing Officer, Event Network.**

For its grand opening, the first *Hershey's Kitchens* café will host an **official "plume" cutting** (an oversized version of the beloved ribbon from a *Hershey's Kiss*) on **Wednesday, May 29, 10:30 a.m.**, right in time for visitors to enjoy at the start of the busy tourist season.

"We are thrilled to open our first *Hershey's Kitchens* location and share the goodness of Hershey's with visitors to Philadelphia," said **Suzanne Jones, Vice President, The Hershey Experience.** "Hershey has a rich history of creating experiences for consumers to make memories at our *Hershey's Chocolate World* locations, and we've packaged up the fun for the new *Hershey's Kitchens* café with IVCC at the Visitor Center."

###

About Independence Visitor Center Corporation (IVCC): The Independence Visitor Center Corporation (IVCC) is a Pennsylvania nonprofit, 501(c)3 organization, which operates in cooperation with the National Park Service, Visit Philadelphia, Philadelphia Convention and Visitors Bureau, the City of Philadelphia, and the Commonwealth of Pennsylvania. The IVCC manages the Independence Visitor Center, the official visitor center for the Greater Philadelphia Region. PHLvisitorcenter.com

About Event Network, Inc.: Event Network, Inc. is the leading operator of gift shops for cultural attraction stores, serving millions of guests every year. Through partnerships with art; science; natural history; children's and cultural museums; zoos; aquariums; gardens; iconic landmarks; and historic sites, Event Network extends and elevates the guest experience to achieve maximum retail potential. Event Network is committed to conservation and sustainable initiatives within its operations. EventNetwork.com



About Hershey: The Hershey Company, celebrating its 125th anniversary in 2019, is headquartered in Hershey, Pa., and is an industry-leading snacks company known for bringing goodness to the world through its iconic brands, remarkable people and enduring commitment to help children succeed. Hershey has approximately 16,500 employees around the world who work every day to deliver delicious, quality products. The company has more than 80 brands around the world that drive more than \$7.8 billion in annual revenues, including such iconic brand names as *Hershey's*, *Reese's*, *Kit Kat*, *Jolly Rancher*, *Ice Breakers*, *SkinnyPop* and *Pirate's Booty*.

For 125 years, Hershey has been committed to operating fairly, ethically and sustainably. Hershey founder, Milton Hershey, created the Milton Hershey School in 1909 and since then the company has focused on helping children succeed.