



swoops™
THE
SHAPE
OF THINGS TO COME!



swooops™

A hyperbolic paraboloid may be the official definition of the shape but it is better known as the **chip of chocolate**. Hershey released Swoops in 2003 promising a new indulgent, experience. They felt having chocolate in this unique chip shape allowed the chocolate to conform to the roof of the mouth for a slow, chocolate-melt experience. Consumers quickly fell in love with the unique shape, stackability and fun flavors.

Swoops came in fan favorite candy bar flavors: milk chocolate, peanut butter, mint and coconut. Swoops was short lived, only remaining on the shelves for 3 years but fans today are still asking where they can get their hands on this fun chocolate snack.

SWOOPS™

THERE IT IS!

EACH SWOOP HAS A UNIQUE CHIP
SHAPE THAT CONFORMS TO THE
ROOF OF YOUR MOUTH

HOLD THE CHIP
IN YOUR MOUTH
AND LET THE
LUXURIOUS
CHOCOLATE
MELT SLOWLY

YOU WON'T BE
ABLE TO STOP
AT JUST ONE!



SIZES:

PARTY SIZE

TAKE ALONG TUBE

PERSONAL PACK



FLAVORS:

- CLASSIC CHOCOLATE
- PEANUT BUTTER
- PEPPERMINT
- CRUNCH
- COCONUT





swooops™
CANDY
TOPPERS





Intellectual Property

LICENSING OFFER

Exclusive rights to use the

SWOOPSTM

Trademark for the Product or Product Line you want to bring to Market for the United States, its Possessions, Territories and Military bases Worldwide.

Next Steps

Decide what product or line of products You want to License

Do your due diligence to assess the demand for what you want to bring to market

Contact us for Licensing Proposal

