

Lily's Confectionery Brand Sale to The Hershey Co.

MAY 18, 2021

Winston & Strawn LLP represented Lily's, the high-growth, better-for-you (BFY) confectionery brand, in its definitive agreement sale to The Hershey Company (NYSE: HSY) from VMG Partners. Lily's low-sugar products include dark- and milk chocolate-style bars, baking chips, peanut butter cups, and other confection products that fit Hershey's multi-pronged BFY snacking strategy. Lily's will add a key BFY confection brand to Hershey's portfolio of iconic chocolate and candy favorites.

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