



The Chocolate Kings:

Hershey vs. Mars

In chocolate history, few names are better known than Hershey and Mars. Milton Hershey brought milk chocolate to the masses with his Hershey bar. Frank and Forrest Mars dominated American sweet teeth with the Milky Way, Snickers and Three Musketeers bars. Join historian Leslie Goddard, Ph.D. to explore how these two legendary companies began – and how their rivalry changed chocolate forever.