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Brad Reese ✓ • You
Protecting REESE'S Brand Integrity
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An Open Letter to **Todd Scott**, Manager, Corporate Brand & Editorial at **The Hershey Company**

Todd,

As someone who has spent his career shaping narratives, elevating reputations and stewarding brand meaning, you understand better than most that a story only works when it is anchored in truth.

That's why I'm writing to you publicly today, Saturday, February 14, 2026 (Valentine's Day).

My grandfather, **H. B. REESE (Who Invented REESE'S)**, built REESE'S on a simple, enduring architecture: Milk Chocolate + Peanut Butter. Not a flavor idea. Not a marketing construct. A real, tangible product identity that consumers have trusted for a century.

But today, REESE'S identity is being rewritten, not by storytellers, but by formulation decisions that replace Milk Chocolate with compound coatings and Peanut Butter with peanut-butter-style crèmes across multiple REESE'S products.

And here's where your role, **Todd**, becomes central.

You lead the corporate brand and editorial strategy for **The Hershey Company**. You shape the story the world hears. You are responsible for ensuring that what **The Hershey Company** says aligns with what **The Hershey Company** does.

So, I have to ask:

How does **The Hershey Company** continue to position REESE'S as its flagship brand, a symbol of trust, quality and leadership, while quietly replacing the very ingredients (Milk Chocolate + Peanut Butter) that built REESE'S trust in the first place?

This isn't a supply chain question. It's a brand governance question.

It's about whether **The Hershey Company's** corporate narrative is allowed to drift away from REESE'S product reality. It's about whether consumers are being asked to believe a story that no longer matches what's inside the REESE'S orange wrapper.

It's about whether REESE'S, the world's No. 1 chocolate brand, is being protected or diluted.

Todd, you've built a career on the belief that "a good story is at the heart of any conversation." I agree. But a good story requires honesty, transparency and respect for the audience (REESE'S consumers).

Right now, the REESE'S story is diverging from what's inside REESE'S products. And that divergence puts REESE'S and the legacy behind it, at risk.

As the grandson of the man who created REESE'S Peanut Butter Cups, I'm not asking for nostalgia. I'm asking for alignment. For truth in REESE'S brand stewardship. For a corporate narrative from [The Hershey Company](#) that reflects the REESE'S product consumers are actually receiving.

Because if REESE'S is going to remain the emotional equity anchor of [The Hershey Company](#), then the story cannot be stronger than the ingredients.

Todd, you are uniquely positioned to bridge that gap.

I hope you will.

Brad Reese

Protecting REESE'S Brand Integrity

Grandson of [H. B. REESE \(Who Invented REESE'S\)](#)

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GREG PAPPARIELLA and 44 others

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GREG PAPPARIELLA • 1st
Retired : Could be hired if inspired, member NCSA HOF

2d ...

I would be shocked if Mr. Scott responds to your public letter at all and doubly shocked if he would respond publicly. I think your comments were right on point. Hopefully you have gotten the ball rolling and this starts the discussion at the board of directors level. I am sure the Board of Directors is comprised of very fine people who are experts in their fields and proven managers in their own industries. My concern is that without the perspective you have of being the grandson of H B Reese, they will only see bottom lines and not formulations.

Like ·  3 | Reply · 1 reply



Brad Reese ✓ Author
Protecting REESE'S Brand Integrity

(edited) 2d ...

Hi [GREG](#), a public response from [Todd Scott](#) would certainly be unexpected, however, that's not my goal. My goal is exactly what you're pointing to: putting this issue on the record so it reaches the level where REESE'S brand stewardship, product integrity and long-term trust actually sit.

[The Hershey Company's](#) Board of Directors don't need nostalgia from me; they need visibility. When REESE'S formulation shifts start to erode the very architecture that built REESE'S, that's not a "bottom-line" discussion, that's a REESE'S governance discussion. And REESE'S governance only works when the full picture is in front of decision makers.

If this helps spark that internal conversation, then my letter has already done its job!

Like ·  1 | Reply | 526 impressions



Elizabeth Corbett  • 1st
Executive Revenue & Enterprise Growth Leader | Multi-Market Expansion...

(edited) 1d ...

For reference - the list of ingredients in the 1970's - Sugar, peanuts, cocoa butter, chocolate, nonfat milk, milk fat, lactose, soy lecithin, salt.

Love this letter Brad! Everytime I did a trade show in Europe I would bring Reese's as they were difficult for them to find and so loved.

Like ·  2 | Reply · 1 reply



Brad Reese ✓ Author
Protecting REESE'S Brand Integrity

23h ...

Thank you, [Elizabeth](#). That 1970s ingredient panel is the REESE'S architecture my grandfather built and the one consumers still believe they're buying today.

Sugar. Peanuts. Cocoa Butter. Chocolate. Real Milk ingredients. Nothing abstract. Nothing simulated. That's the trust contract REESE'S earned globally, the same one that made your trade show moments in Europe so powerful.

And that's exactly why today's drift in REESE'S matters.

When a brand like REESE'S built on Milk Chocolate + Peanut Butter begins substituting compound coatings and peanut-butter-style crèmes, the issue isn't taste preference. It's truth. It's whether the REESE'S product inside the REESE'S orange wrapper still matches the story on the outside.

That alignment is what I'm fighting to protect!

Like ·  1 | Reply | 106 impressions

John W. • 2nd

1d ...

"If grace depends on our cooperation then it is no longer grace." - Martin Luther

HB must be rolling in his heavenly slumber. We all know you can't fix what ain't broken! It took a good while for Tootsie Roll to correct the damage done by Cambridge Brands/ chicle all those years ago. Mars Supermarkets tossed compound Junior Mints when the change occurred. Took me over a to convince Mars ownership (elephants memory) to restore distribution...

Like · 🗨️ 2 | Reply · 1 reply



Brad Reese ✓ Author
Protecting REESE'S Brand Integrity

1d ...

John, you're exactly right. Once a brand like REESE'S breaks its product truth, the market never forgets. **Tootsie Roll Industries** didn't create the JUNIOR MINTS problem; they simply inherited it in 1993 after acquiring JUNIOR MINTS. Most fortunately for **Tootsie Roll Industries**, it was able to stop the drift of JUNIOR MINTS. That's the cautionary lesson here: when a flagship brand like REESE'S starts moving away from its core ingredients, the damage to consumer trust is far harder to repair than it is to prevent.

That's exactly why I'm raising the alarm now. REESE'S was never broken. It never needed fixing.

And once consumers realize REESE'S ingredients no longer match the promise, you can't simply "message" your way back to trust. REESE'S ingredient integrity isn't nostalgia; it's REESE'S brand governance. And as you've seen firsthand, once that slips, the cost of repairing it is far higher than the cost of protecting it in the first place!

Like | Reply | 242 impressions



James Buchanan • 3rd+
Quality Laboratory Technician

5h ...

Thank you! As a 61 yr old consumer who has eaten Reese's as long as I can remember, my Favorite candy, I knew it wasn't the same. Everyone said oh your taste buds have changed nope, the candy changed. Im all about the texture, feel and taste, it just isn't as good as it used to be.

Like · 🗨️ 1 | Reply · 1 reply



Sherryl Luallen • 3rd+
Real Estate Investor

3h ...

I knew something was different at well. I am allergic to artificial sweeteners and some dyes. I used to be able to eat this candy and be okay. Lately if I eat a Reese's cup I feel nauseated later. I asked if there was anything new in the ingredients and could not tell. So I just stopped eating them. There should be more transparency and they should care about what they are putting into their customers bodies.

Like | Reply



DAVID KLEIN ✓ • 2nd
It's Time to Spill the Beans

2d ...

Very powerful and so well expressed....should be very interesting what his reply will be..Your grandfather would be proud of you..Thank you for what you are doing...

Like · 🗨️ 3 | Reply · 1 reply



Brad Reese ✓ Author
Protecting REESE'S Brand Integrity

1d ...

Thank you, **DAVID**, that means a great deal. I'm speaking up because the integrity of what my grandfather built deserves protection, not drift. Consumers placed their trust in REESE'S long before any of us were here and that trust is worth defending with clarity and honesty. **DAVID**, I appreciate your standing with me as I push for alignment between the REESE'S story and REESE'S ingredients!

Like | Reply | 228 impressions



Brian Krawcykowski • 2nd
Sales & Marketing Director. Tangible Product Maker. Creator of Uncle Jack's Rod ...

2d ...

Instagram is becoming filled with folks seeing the new ingredients list and making note of it with their \$\$

Like · 🗨️ 2 | Reply · 1 reply



Brad Reese ✓ Author
Protecting REESE'S Brand Integrity

2d ...

Hi **Brian**, you're totally correct. REESE'S consumers aren't guessing, they're reading the REESE'S ingredient panels and documenting on [Instagram](#) how REESE'S is shifting from Milk Chocolate + Peanut Butter to compound coatings and peanut-butter-style crèmes.

[Instagram](#) is full of side-by-side REESE'S label posts because people instinctively protect the brands they trust. And as REESE'S product reality changes, the consumer narrative changes with it. That's why alignment between [The Hershey Company](#)'s corporate story and REESE'S actual ingredients is no longer optional, it's an immediate governance issue [The Hershey Company](#)'s Board of Directors must promptly address!

Like · 🗨️ 1 | Reply | 305 impressions



Alexandria Barnett ✓ • 2nd
Account Executive at activTek Environmental Corporate office

2d ...

You have very clearly expressed the issues at hand and given notice to Hershey's governing board. Perhaps if you would carry your research findings to an Instagram account you could make a greater impact with a larger audience and reach all those in your industry from a whole world of consumers and invested parties stimulating some positive action from the Hershey's company per se.

Like | Reply