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CONSUMERS VOTED RUSSELL STOVER'S PECAN DELIGHT PRODUCT OF THE YEAR 2017

Largest Consumer-Voted Survey Determines Distinguished Award

New York – February 10, 2017 – Russell Stover's [individually wrapped Pecan Delights](#), made in the United States, has been named [Product of the Year](#) for 2017. Product of the Year is the world's largest consumer-voted award for product innovation where winners are backed by the votes of 40,000 consumers in a national representative survey conducted by research partner Kantar TNS, a global leader in consumer research. Russell Stover's Milk Chocolate Pecan Delight Favorites Bag has taken home the top honors for Chocolate.

"We are honored that our milk chocolate pecan delight has been selected as a 2017 Product of the Year Award winner," said Andreas Pfluger, chief executive officer and president of Russell Stover Chocolates. "To stand out among the competition in a survey of 40,000 consumers is a remarkable honor. Our chocolates are handcrafted in small batches proudly made in the U.S.; we are glad consumers can taste the quality and passion that goes into making them."

Each year, Product of the Year takes entries from new consumer products launched within the previous year that demonstrate innovation within their industry. Product nominations are then placed into categories such as beauty, personal care, household essentials, food and beverages, and are assessed on five key measures. One product is then named the winner of each category, based on the results of the consumer survey.

"Competition is fierce among consumer brands, with thousands of new products introduced to market each year," said Mike Nolan, Global CEO, Product of the Year USA.

Look for the red Product of the Year logo on the Russell Stover Milk Chocolate Pecan Delight bag soon. For more information on Russell Stover's Milk Chocolate Pecan Delights Favorites bag and other new products, visit chocolateeveryday.com.

About Russell Stover Chocolates

Kansas City-based Russell Stover Chocolates was started in the Denver, Colorado home of Russell and Clara Stover in 1923 and their handcrafted in small batches approach is still in use today. The company is the largest producer of boxed chocolates in the United States. Russell Stover Chocolates includes Whitman's and Pangburns brands, and is part of the Lindt & Sprüngli family of companies. To learn more about Russell Stover Chocolates, visit www.russellstover.com.

About Product of the Year

Product of the Year is the world's largest consumer-voted award for product innovation. Established 30 years ago, POY currently operates in 38 countries with the same purpose: Guide consumers to the best products in their market and reward manufacturers for quality and innovation. Product of the Year winners are backed by the votes of over 40,000 consumers in a nationally representative survey conducted by research partner Kantar TNS, a global leader in consumer research. The award is a powerful merchandising program for marketers proven to increase product sales, distribution and awareness. Winning products are announced in February each year and receive the

right to use the Product of the Year seal in marketing communications for two years. For more information, visit productoftheyearusa.com.

About Kantar TNS

Kantar TNS is one of the world's largest research agencies with experts in over 80 countries. We provide actionable insights to help companies make impactful decisions and drive growth.

With expertise in innovation, brand and communication, shopper activation and customer relationships we help our clients identify, optimize and activate the moments that matter to drive growth for their business.

We are part of Kantar, one of the world's leading data, insight and consultancy companies.

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