

New Chocolate Tasting Experience & Amazing Candy Machine unwrapped this summer at Hershey's® Chocolate World® Attraction

Harrisburg, PA (June 10, 2015) – [Hershey's® Chocolate World® Attraction](#), the premier year-round family fun destination in Pennsylvania's [Hershey Harrisburg Region](#), unwrapped a number of exciting attractions this summer including a completely re-envisioned *Chocolate Tasting Experience* and a new *Amazing Candy Machine* that allows guests to mix their favorite sweet treats while visiting Hershey's Largest Candy Store.



Chocolate Tasting Experience

Hershey's Chocolate World Attraction has redefined the art of chocolate tasting with a new digitally enhanced attraction where guests can immerse themselves in the flavorful world of chocolate tasting. The new experience kept the best aspects of the previous *Chocolate Tasting Experience* including the sights, sounds and smells of chocolate along with a Hershey tasting expert who leads guests through how to engage all of their senses to taste chocolates. The new experience now enhances the shared audience experience of the tastings by posting results in real-time from fellow taste-testers' using electronic tablets at the tasting tables. Guests of all ages will enjoy honing their chocolate tasting skills in this new attraction. Tickets are available inside at the Central Ticketing box office or discounted online at HersheysChocolateWorld.com.



The Amazing Candy Machine

Guests can now customize their perfect mix of Hershey's candy at The Amazing Candy Machine featuring 15 sweet selections that guests can mix-and-match in their personal containers.

For more information about other unique attractions, activities, and events in the Hershey Harrisburg Region visit www.VisitHersheyHarrisburg.org.

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The HHRVB is the official non-profit partnership-based Destination Marketing Organization (DMO) leading economic growth for Pennsylvania's Hershey & Harrisburg Region through destination marketing and tourism development. The organization, accredited by Destination Marketing Association International (DMAI) since 2010, is committed to actively marketing the tourism assets in Dauphin & Perry County to business and leisure travelers both domestic & international. The bureau also leads regional sales efforts to attract meeting & event organizers, sporting event producers, and group tour leaders. For more information go to VisitHersheyHarrisburg.org or call 877-727-8573. Media can use #HHRVB and #HHRVB4Media when tagging stories and social media posts related to the region.