A red sign with a rooster on it

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**Candy POP Strengthens Its Position in the Global Confectionery Market – Becomes Official Distributor of Hershey in the Baltics**

The Lithuanian company Konfesta, which operates the specialized retail brand Candy POP and has strong relationships with key retailers across the Baltics, has become the official partner of SRG International – the authorized European distributor of The Hershey Company.

Through this strategic collaboration, Candy POP now acts as the official distribution partner for Hershey products across the Baltic States. A collaboration of this scale is a rare achievement in Lithuania, strengthening not only the company’s position but also the region’s role in the global supply chain.

**From First Talks to Signature – a Year in the Making**

The Hershey Company is currently the largest chocolate manufacturer in the US, owning more than 90 brands. The company holds more than one-third of the US chocolate market, outperforming such giants as Mars Inc. Ferrero, Mondelez International, and Nestlé.

"The entire process took around a year – from initial discussions to signing the agreement. We went through a detailed and thoughtful evaluation, which speaks to the high standards SRG International sets for its partners. They looked closely at our expanding wholesale network, proven sales performance, and the strong relationships we’ve built with retailers across the region,” said Dovydas Juškys, co-founder and group CEO of Candy POP.

**The Goal: Double Sales in the Region**

According to Dovydas Juškys, one of Candy POP's main goals is to double Hershey product sales in the Baltic region within the next two years. These ambitious plans are based on growing consumer interest in global sweets and snacks.

"Just two years ago, we had to convince our retail partners that premium American sweets and snacks – which at the time were considered niche products in our market – had real commercial potential. Today, Candy POP’s product assortment is prominently featured across leading retail chains throughout the Baltics. Results like these don’t go unnoticed – and we are ready to lead the direction of growth for this entire segment in the region," says Dovydas Juškys.

As Dovydas Juškys notes, the main focus in the near future will be on the Reese's product line, one of the most sought-after US brands, which has already established itself in the Baltic region. Hershey's chocolates, Jolly Rancher, Twizzlers, Ice Breakers, and other iconic treats will also be seen more often on store shelves.

Candy POP continues to strengthen its portfolio and distribution network, operating across both wholesale and retail channels. Currently, Candy POP's wholesale network consists of more than 20 retail chains, which together cover about 3,000 points of sale (POS). The company also operates 34 retail stores in Lithuania, Latvia, Estonia, and Poland. This year, three new locations will be added to the Candy POP store network.

In addition to The Hershey Company, Candy POP is the official representative of **Ferrara Group** in the Baltics, offering brands like **Nerds**, **Laffy Taffy**, **Black Forest and more.**

**About Candy POP**

Candy POP is the leading specialized retail chain in the Baltic States, offering a curated range of sweets, snacks, and beverages sourced primarily from the USA, Asia, and other exotic destinations. The company operates 34 stores, with locations in Lithuania, Latvia, Estonia, and Poland. In 2024, the consolidated revenue of the entire Candy POP group of companies reached €22 million.