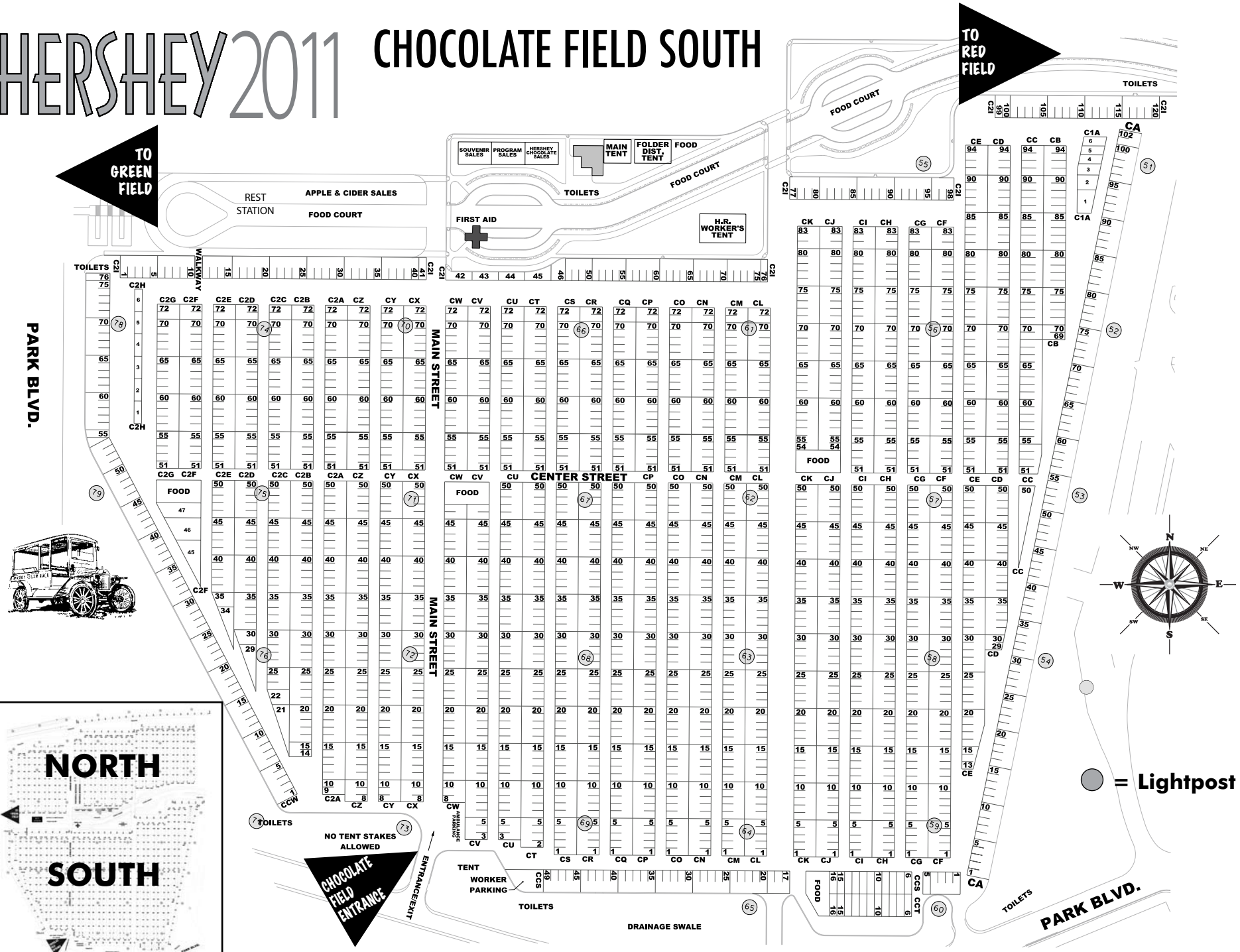HERSHEY 2011 CHOCOLATE FIELD SOUTH