

Hershey's Cocoa Classic Pennsylvania's Premier Chocolate Baking Contest

Hookstown Fair Press Release

Hookstown, PA – Calling all bakers for the 2011 Hershey's Cocoa Classic baking contest to be held on Tuesday, August 23 at the Hookstown Fair. The contest is co-sponsored by The Hershey Company and the Pennsylvania State Association of County Fairs.

Over 100 fairs across Pennsylvania will offer cash prizes for the best cake and tastiest cookies, brownies or bars in the youth category. Hookstown Fair's contest is a preliminary competition that leads to the selections of the final Hershey's Cocoa Classic blue ribbon winner held each January at the Pennsylvania State Farm Show. First place winners at the Farm Show will be awarded a cash grand prize of \$500 for the winning cake recipe and \$250 for the winning cookie, brownie or bar recipe.

The rules for Hookstown Fair's contest are as follows:

COCOA CAKE CONTEST RULES

1. Open to any individual who is a Pennsylvania resident; one entry per person.
2. Entrants may **NOT** have won 1st place in this Hershey's Cocoa Chocolate Cake contest at any other fair in 2011.
3. Entry must be a layered chocolate cake made from "scratch" and frosted (no mixes).
4. **CAKE RECIPE:** A minimum of ¼ cup of **HERSHEY'S COCOA** must be used and listed as "**HERSHEY'S COCOA**" in the cake batter part of the recipe.
5. **FROSTING/DRIZZLE:** If frosting is chocolate, and also if a chocolate drizzle is used, **HERSHEY'S COCOA** must be used and listed as "**HERSHEY'S COCOA**" in the frosting/drizzle parts of the recipe.
6. If candy, chocolate, or flavored baking chips products are used, they must be **HERSHEY'S, REESE'S** or **HEATH** branded products, and listed with their brand name in the recipe. (See www.hersheys.com for complete product list.)
7. The entire Cake entry must be submitted for judging on cardboard or a disposable plate.
8. Recipe(s) must be submitted with the entry, printed on one side of 8 ½" x 11" paper. Recipe must list all ingredients, quantities, and the preparation instructions. Entrant's name, address and phone number must be printed on the back side of all the pages.
9. Refrigeration is not available at the Fair or PA Farm Show. Entries that require refrigeration after baking must indicate so in the recipe. Those entries will not be sold, auctioned or otherwise distributed for consumption after judging for food safety reasons.
10. Judging Criteria:

Flavor	30 points
(aroma, taste, good balance of flavorings)	
Texture	25 points
(moist and tender crumb; not soggy or dry)	
Inside Characteristics	20 points
(even grain, evenly baked; free from air pockets)	
Outside Characteristics	15 points
(consistent shape/size/surface; overall appeal)	
Frosting	10 points
(taste, texture, even color)	

PRIZES: 1st = \$25 2nd = \$20 3rd = \$15

COOKIE, BROWNIE OR BAR CONTEST RULES

1. Exhibitor must be an individual (age 8 through and including 18 years ONLY) who is a Pennsylvania resident; one entry per person.
2. Entrants may **NOT** have won 1st place in this Hershey's Cocoa Chocolate Cookie, Brownie, or Bar contest at any other fair in 2011.
3. Entry must be a plate of six (6) cookies, brownies or bars made from "scratch" (no mixes).
4. **COOKIE, BROWNIE OR BAR:** A minimum of ½ cup of **HERSHEY'S BAKING CHIPS** (any variety) must be used and listed as "**HERSHEY'S**" plus the name of the specific chip variety in the cookie-brownie-bar batter part of the recipe.
5. **FROSTING/DRIZZLE:** If chocolate frosting and/or chocolate drizzle is used, **HERSHEY'S COCOA** must be used and listed as "**HERSHEY'S COCOA**" in the frosting/drizzle parts of the recipe.
6. If candy, chocolate, or flavored baking chips products are used, they must be **HERSHEY'S, REESE'S** or **HEATH** branded products, and listed with their brand name in the recipe. (See www.hersheys.com for complete product list.)
7. Entry must be submitted for judging on a doily set on top of a cardboard or a disposable plate.
8. Recipe(s) must be submitted with the entry, printed on one side of 8 ½" x 11" paper. Recipe must list all ingredients, quantities, and the preparation instructions. Entrant's name, address and phone number must be printed on the back side of all the pages.
9. Refrigeration is not available at the Fair or PA Farm Show. Entries that require refrigeration after baking must indicate so in the recipe. Those entries will not be sold, auctioned or otherwise distributed for consumption after judging for food safety reasons.
10. Judging Criteria:

Flavor	30 points
(aroma, taste, good balance of flavorings)	
Texture	25 points
(appropriate for the type of cookie, brownie or bar)	
Inside Characteristics	20 points
(even grain, evenly baked; free from air pockets)	
Outside Characteristics	15 points
(uniform size, shape, appearance; overall appeal)	
Creativity	10 points

PRIZES: 1st = \$25 2nd = \$20 3rd = \$15

So dig out that favorite chocolate recipe and give it a try. You could be this year's Hershey's Cocoa Classic winner. For more information on entry requirements, go to www.hookstownfair.com, or contact Tracey Elliott at 724-573-9377 or Sarah Elliott at 724-573-6062.

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