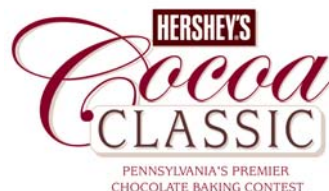


2011 HERSHEY'S COCOA CLASSIC CHOCOLATE CAKE BAKING CONTEST

RULES:

1. Open to any individual who is a Pennsylvania resident; one entry per person.
2. **NEW!** 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 1/4 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 8-1/2" 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
<i>(aroma, taste, good balance of flavorings)</i>	
Texture	25 points
<i>(moist and tender crumb; not soggy or dry)</i>	
Inside Characteristics	20 points
<i>(even grain, evenly baked; free from air pockets)</i>	
Outside Characteristics	15 points
<i>(consistent shape/size/surface; overall appeal)</i>	
Frosting	10 points
<i>(taste, texture, even color)</i>	



TOTAL **100 points**

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

*First Place Winner is eligible for the 2012 PA Farm Show competition.
Prizes for the PA State Hershey Cocoa Cake Winners: 1st = \$500, 2nd = \$250; 3rd = \$100*

SPONSORS: The Hershey Company, PA Dept. of Agriculture, and the PA State Assoc. of County Fairs
Released: January 2011

2011 HERSHEY'S COCOA CLASSIC COOKIE, BROWNIE OR BAR BAKING 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. **NEW!** Entrants may **NOT** have won 1st place in this Hershey's Cocoa Cookie, Brownie, 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 **1/2 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 part 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 8-1/2" 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
<i>(aroma, taste, good balance of flavorings)</i>	
Texture	25 points
<i>(appropriate for the type of cookie, brownie or bar)</i>	
Inside Characteristics	20 points
<i>(even grain, evenly baked; free from air pockets)</i>	
Outside Characteristics	15 points
<i>(uniform size, shape, appearance; overall appeal)</i>	
Creativity	10 points
TOTAL	100 points



PRIZES: 1st = \$20 2nd = \$15 3rd – \$10

*First Place Winner is eligible for the 2012 PA Farm Show competition.
Prizes for the PA State Hershey Baking Chips Cookie-Brownie-Bar Winner:
1st = \$250; 2nd = \$100; 3rd = \$50*

SPONSORS: The Hershey Company, PA Dept. of Agriculture, and the PA State Assoc. of County Fairs
Released: January 2011