

DEPARTMENT 15  
**HERSHEY'S COCOA CAKE CONTEST**  
 and  
**HERSHEY'S BAKING CHIPS CONTEST**  
 Chairpersons: Diana Wenzel (717) 859-4504, Ruth Keiderling

This year Hershey Foods, the Pennsylvania State Association of County Fairs, and the Hershey Lodge and Convention Center are sponsoring a Greatest Cocoa Cake Competition, and Hershey Cocoa Cookies Competition. The winner of the Denver Fair will be eligible to enter in the 2011 Pennsylvania Farm Show. The winner of the Farm Show Competition will receive a 2 night stay at the Hershey Lodge & Convention Center. The rules for the Contest are listed below.

**2010 HERSHEY'S COCOA CLASSIC  
 CHOCOLATE CAKE BAKING CONTEST**

**RULES**

- Open to any individual who is a Pennsylvania resident; one entry per person.
- Entry must be a layered chocolate cake made from "scratch" and frosted (no mixes).
- 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.
- 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.
- 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](http://www.hersheys.com) for complete product list.)
- The entire Cake entry must be submitted for judging on cardboard or a disposable plate.
- Recipe(s) must be submitted with the entry, printed on one side of 8 1/2"x11" 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.
- 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.
- 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 2011 PA Farm Show competition. Prizes for the PA State Hershey Cocoa Cake Winners: 1st = \$500, 2nd = \$250, 3rd = \$100

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**2010 HERSHEY'S COCOA CLASSIC  
 COOKIE, BROWNIE OR BAR  
 BAKING CONTEST**

**RULES**

- Exhibitor must be an individual (age 8 through and including 18 years ONLY) who is a Pennsylvania resident; one entry per person.
- Entry must be a plate of six (6) cookies, brownies or bars made from "scratch" (no mixes).
- 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.
- 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.
- 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](http://www.hersheys.com) for complete product list).
- Entry must be submitted for judging on a doily set on top of a cardboard or a disposable plate.
- Recipe(s) must be submitted with the entry, printed on one side of 8 1/2"x11" 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.
- 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.
- 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 2011 PA Farm Show competition. Prizes for the PA State Hershey Baking Chips Cookie-Brownie-Bar Winners: 1st = \$250, 2nd = \$100, 3rd = \$50

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