

**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](http://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**  
(*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**

**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