



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

1. Open to any individual who is a Carbon County or West Penn Township, Schuylkill County, Pennsylvania resident; one entry per person.
2. Entry must be a layered chocolate cake made from "scratch" and frosted (no mixes).
3. **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.
4. **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.
5. 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.)
6. The entire Cake entry must be submitted for judging on cardboard or a disposable plate.
7. 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.
8. 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.

9. 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)

Creativity 10 points

(taste, texture, even color)

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

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

Fairs

Released: January 2010