

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

RECIPE NAME \_\_\_\_\_

EXHIBITOR # \_\_\_\_\_

**Registration Deadline August 4, mail to:**

HERSHEY'S® GREATEST COCOA CAKE CONTEST The Great Allentown Fair, 302 N. 17th Street, Allentown, PA 18104.

## HERSHEY'S® GREATEST COCOA CAKE CONTEST

Chocoholics unite for this contest to select the best chocolate creations in the Allentown Fair area. Adults can submit chocolate cakes using Hershey's Cocoa in the recipes.

First Place winner is eligible for 2008 PA Farm Show competition.

Prizes for the **PA State** Hershey Cocoa Cake Winners:

1st - \$500, 2nd - \$250, 3rd \$100

### JUDGING CRITERIA

Decisions are the sole responsibility of The Great Allentown Fair judges and are final. HERSHEY'S® GREATEST COCOA CAKE CONTEST recipes will be judged based on the following criteria:

Flavor	30 points
Moistness and Crumb Texture	25 points
Overall Appearance	20 points
Consistency (size and shape)	15 points
Topping or icing	10 points
<b>TOTAL</b>	<b>100points</b>

### PRIZES

<b>1st Prize:</b>	<b>\$ 25</b>
<b>2nd Prize:</b>	<b>\$ 20</b>
<b>3rd Prize:</b>	<b>\$ 15</b>

## OFFICIAL CONTEST RULES AND GUIDELINES

- 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).
- A minimum of 1/4 cup of HERSHEY'S COCOA must be used and listed as "HERSHEY'S COCOA" in the cake recipe.
- If chocolate frosting or chocolate drizzle is used, HERSHEY'S COCOA must be used and listed as HERSHEY'S COCOA in the frosting/drizzle recipe.
- No Competitor's candy, chocolate, flavored baking chips or peanut products may be used
- 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" 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 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.

## HOW TO ENTER

Complete and return the attached  
contest entry form to:

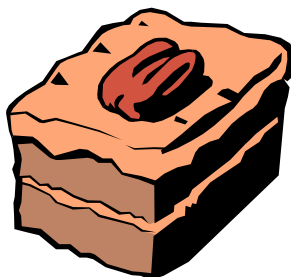
THE GREAT ALLENTOWN FAIR  
302 N. 17<sup>th</sup> Street  
Allentown, PA 18104  
Re: HERSHEY'S® GREATEST COCOA  
CAKE CONTEST

There is a \$10 entry fee. Contestants will  
receive a temporary car pass and receipt  
which will be mailed to the contestant.

Bring recipe and receipt with your  
entry on contest day. Receipt will be  
validated and admission passes issued.

### HERSHEY'S® GREATEST COCOA CAKE CONTEST

recipes must be prepared at home  
and brought to  
The Great Allentown Fair  
Agri~Plex Building  
Culinary Contest Stage  
between 4 and 6 p.m. on  
Tuesday, August 28, 2007.  
Judging will begin at 7 p.m.



**BEST OF LUCK IN THE COMPETITION!**

THE GREAT ALLENTOWN FAIR  
presented by Lehigh County Agricultural Society  
302 N. 17th Street  
Allentown, PA 18104-5097



## GREATEST COCOA CAKE CONTEST

Sponsored by The Hershey Company,  
PA Department of Agriculture and the  
PA State Association of County Fairs

**Tuesday, August 28, 2007**  
7 p.m.

Culinary Contest Stage

in **Agri~Plex**