HERSHEY’S COCOA ICONIC RECIPES

For over a century, bakers have relied on Hershey®’s Cocoa to inspire their recipes. To date there are nearly 500 Hershey’s Cocoa recipes documented – and counting! Hershey’s identified the top 15 iconic recipes and invited consumers to celebrate the heritage of Hershey’s Cocoa by voting on what they believe is the “Most Iconic Hershey’s Cocoa” recipe. What’s the fan favorite recipe? Old-Fashioned Chocolate Cake received the most votes and was declared the “Most Iconic Hershey’s Cocoa” recipe. From decadent chocolate cake to classic hot cocoa, all top 15 recipes are a treat unto themselves. For additional Hershey’s Cocoa recipes, visit www.HersheysKitchens.com.

Most Iconic Hershey’s Cocoa Recipe: Old-Fashioned Chocolate Cake
This homemade chocolate cake recipe first appeared in a 1971 cookbook, was featured on the Hershey’s Cocoa Can label in the 1970’s and 1980’s and appeared in a national ad in 1987, as well as numerous other Hershey’s recipe booklets and cookbooks.

Ingredients (makes 8 to 10 servings)
- 3/4 cup (1-1/2 sticks) butter or margarine, softened
- 1-2/3 cups sugar
- 3 eggs
- 1 teaspoon vanilla extract
- 2 cups all-purpose flour
- 2/3 cup Hershey’s Cocoa
- 1-1/4 teaspoons baking soda
- 1 teaspoon salt
- 1/4 teaspoon baking powder
- 1-1/3 cups water
- 1/2 cup finely crushed hard peppermint candy (optional)
- One-Bowl Buttercream Frosting (recipe follows)
- Additional crushed hard peppermint candy (optional)

Directions
1. Heat oven to 350°F. Grease and flour two 9-inch round baking pans or one 13x9x2-inch baking pan.
2. Combine butter, sugar, eggs and vanilla in large bowl; beat on high speed of mixer 3 minutes. Stir together flour, cocoa, baking soda, salt and baking powder; add alternately with water to butter mixture, beating until blended. Add candy, if desired. Pour batter into prepared pans.
3. Bake 30 to 35 minutes or until wooden pick inserted in center comes out clean. Cool 10 minutes; remove from pans to wire racks. Cool completely.
4. Frost with One-Bowl Buttercream Frosting. Just before serving, garnish with peppermint candy, if desired.

One-Bowl Buttercream Frosting Ingredients (makes about 2 cups frosting)
- 6 tablespoons butter or margarine, softened
- 2-2/3 cups powdered sugar
- 1/2 cup Hershey’s Cocoa
- 1/3 cup milk
- 1 teaspoon vanilla extract

One-Bowl Buttercream Frosting Directions
1. Beat butter in medium bowl. Add powdered sugar and cocoa alternately with milk, beating to spreading consistency (additional milk may be needed). Stir in vanilla.
**Best Brownies**

These brownies are rich, chocolatey and best when served with the delicious Creamy Brownie Frosting. The recipe has been featured in the 1979 “Cocoa Cookbook,” in the 1985 “Chocolate Treasury Cookbook” and the 1987 “Make It Chocolate!” cookbook.

Ingredients (makes about 16 brownies)
- 1/2 cup (1 stick) butter or margarine, melted
- 1 cup sugar
- 1 teaspoon vanilla extract
- 2 eggs
- 1/2 cup all-purpose flour
- 1/3 cup Hershey’s Cocoa
- 1/4 teaspoon baking powder
- 1/4 teaspoon salt
- 1/2 cup chopped nuts (optional)
- Creamy Brownie Frosting (recipe follows)

Directions
1. Heat oven to 350°F. Grease 9-inch square baking pan.
2. Stir together butter, sugar and vanilla in bowl. Add eggs; beat well with spoon. Stir together flour, cocoa, baking powder and salt; gradually add to egg mixture, beating until well blended. Stir in nuts, if desired. Spread batter evenly in prepared pan.
3. Bake 20 to 25 minutes or until brownies begin to pull away from sides of pan. Cool completely in pan on wire rack. Prepare Creamy Brownie Frosting; spread over brownies. Cut into squares.

**Creamy Brownie Frosting**

Ingredients (makes about 1 cup frosting)
- 3 tablespoons butter or margarine, softened
- 3 tablespoons Hershey’s Cocoa
- 1 tablespoon light corn syrup or honey
- 1/2 teaspoon vanilla extract
- 1 cup powdered sugar
- 1 to 2 tablespoons milk

Directions
1. Beat butter, cocoa, corn syrup and vanilla in small bowl until blended. Add powdered sugar and milk; beat to spreading consistency.

**Black Magic Cake**

Mouthwateringly moist with intense flavors, this homemade chocolate cake appeared on the Hershey’s Cocoa Can in the early 1970’s. It was used in the 1979 “Hershey’s Cocoa Cookbook,” many food articles and numerous other Hershey’s recipe booklets and cookbooks.

Ingredients (makes about 10 – 12 servings)
- 2 cups sugar
- 1-3/4 cups all-purpose flour
- 3/4 cup Hershey’s Cocoa
- 2 teaspoons baking soda
- 1 teaspoon baking powder
- 1 teaspoon salt
- 2 eggs
- 1 cup buttermilk or sour milk*
- 1 cup strong black coffee OR 2 teaspoons powdered instant coffee plus 1 cup boiling water
- 1/2 cup vegetable oil
- 1 teaspoon vanilla extract

Directions
1. Heat oven to 350°F. Grease and flour two 9-inch round baking pans or one 13x9x2-inch baking pan.
2. Stir together sugar, flour, cocoa, baking soda, baking powder and salt in large bowl. Add eggs, buttermilk, coffee, oil and vanilla; beat on medium speed of mixer 2 minutes (batter will be thin). Pour batter evenly into prepared pans.
3. Bake 30 to 35 minutes for round pans, 35 to 40 minutes for rectangular pan or until wooden pick inserted in center comes out clean. Cool 10 minutes; remove from pans to wire racks. Cool completely. Frost as desired.

* To sour milk: Use 1 tablespoon white vinegar plus milk to equal 1 cup
**Chocolate Spritz Cookies**
What would special occasions be without these tender, chocolate butter cookies in fun and creative shapes and sizes? These cookies first appeared in the “Hershey’s Cocoa Cookbook” as “Cocoa Press Cookies,” and have been used in numerous Hershey’s cookbooks.

Ingredients (makes about 54 cookies)
- 1 cup butter or margarine, softened
- 2/3 cup granulated sugar
- 1 egg
- 1 teaspoon vanilla extract
- 2-1/4 cups all-purpose flour
- 1/3 cup Hershey’s Cocoa
- 1/2 teaspoon salt
- Decorating sugars, sprinkles or candied cherries (optional)

*Requires cookie press

Directions
1. Heat oven to 350°F.
2. Beat butter, granulated sugar, egg and vanilla until light and fluffy in large bowl. Stir together flour, cocoa and salt; gradually add to butter mixture, beating until well blended.
4. Bake 5 to 7 minutes or just until set. Remove from cookie sheet to wire rack. Cool completely.

**Chocolate Thumbprint Cookies**
What can be better than rich chocolate cookies filled with Hershey®’s Kisses Chocolates? This recipe was featured in the 1979 “Hershey’s Cocoa Cookbook,” the “Hershey’s 100th Anniversary Cookbook” and numerous other Hershey’s cookbooks and food articles.

Ingredients (makes about 2 dozen cookies)
- 1/2 cup (1 stick) butter or margarine, softened
- 2/3 cup sugar
- 1 egg, separated
- 2 tablespoons milk
- 1 teaspoon vanilla extract
- 1 cup all-purpose flour
- 1/3 cup Hershey’s Cocoa
- 1/4 teaspoon salt
- 1 cup chopped nuts
- Vanilla Filling (recipe follows)
- 26 Hershey’s Kisses Brand Milk Chocolates or Hershey®’s Hugs® Brand Candies

Directions
1. Beat butter, sugar, egg yolk, milk and vanilla in medium bowl until fluffy. Stir together flour, cocoa and salt; gradually add to butter mixture, beating until blended. Refrigerate dough at least 1 hour or until firm enough to handle.
2. Heat oven to 350°F. Lightly grease cookie sheet or line with parchment paper. Shape dough into 1-inch balls. With fork, beat egg white slightly. Dip each ball into egg white; roll in nuts. Place on prepared cookie sheet. Press thumb gently in center of each cookie.
3. Bake 10 to 12 minutes or until set. Meanwhile, prepare Vanilla Filling. Remove wrappers from chocolate pieces. Remove cookies from cookie sheet to wire rack; cool 5 minutes. Spoon about 1/4 teaspoon filling into each thumbprint. Gently press chocolate piece in center of each cookie. Cool completely.

Vanilla Filling Directions
1. Combine 1/2 cup powdered sugar, 1 tablespoon softened butter or margarine, 2 teaspoons milk and 1/4 teaspoon vanilla extract in small bowl; beat until smooth.
Chocolatetown Special Cake
This popular chocolate cake recipe appeared on the Hershey’s Cocoa Can label in the early 1960’s, the 1979 “Hershey’s Cocoa Cookbook” and the 1984 “Hershey’s Chocolate Treasury Cookbook” where it featured Burnt Sugar Frosting. It has also been used for many food articles and numerous other Hershey’s recipe booklets and cookbooks.

Ingredients (makes about 8 to 10 servings)
- 1/2 cup Hershey’s Cocoa or Hershey’s Special Dark Cocoa
- 1/2 cup boiling water
- 2/3 cup shortening
- 1-3/4 cups sugar
- 1 teaspoon vanilla extract
- 2 eggs
- 2-1/4 cups all-purpose flour
- 1-1/2 teaspoons baking soda
- 1/2 teaspoon salt
- 1-1/3 cups buttermilk or sour milk*
- One-Bowl Buttercream Frosting (recipe follows)

Directions
1. Heat oven to 350°F. Grease and flour two 9-inch round baking pans.
2. Stir together cocoa and water in small bowl until smooth. Beat shortening, sugar and vanilla in large bowl until fluffy. Add eggs; beat well. Stir together flour, baking soda and salt; add to shortening mixture alternately with buttermilk, beating until well blended. Add cocoa mixture; beat well. Pour batter into prepared pans.
3. Bake 30 to 35 minutes or until wooden pick inserted in center comes out clean. Cool 10 minutes; remove from pans to wire racks. Cool completely. Frost with One-Bowl Buttercream Frosting.

* To Sour Milk: Use 4 teaspoons white vinegar plus milk to equal 1-1/3 cups

One-Bowl Buttercream Frosting Ingredients (makes about 2 cups frosting)
- 6 tablespoons butter or margarine, softened
- 2-2/3 cups powdered sugar
- 1/2 cup Hershey’s Cocoa or Hershey’s Special Dark Cocoa
- 1/3 cup milk
- 1 teaspoon vanilla extract

One-Bowl Buttercream Frosting Directions
1. Beat butter in small bowl. Add powdered sugar and cocoa alternately with milk; beat to spreading consistency (additional milk may be needed). Stir in vanilla.

Cocoa Crinkle Cookies
Chewy chocolate cookies coated with powdered sugar, these make a festive addition to any cookie collection. This recipe first appeared in the 1987 “Make It Chocolate!” cookbook.

Ingredients (makes about 4 dozen cookies)
- 2 cups granulated sugar
- 3/4 cup vegetable oil
- 3/4 cup Hershey’s Cocoa or Hershey’s Special Dark Cocoa
- 4 eggs
- 2 teaspoons vanilla extract
- 2-1/3 cups all-purpose flour
- 2 teaspoons baking powder
- 1/2 teaspoon salt
- Powdered sugar

Directions
1. Combine granulated sugar and oil in large bowl; add cocoa, beating until well blended. Beat in eggs and vanilla. Stir together flour, baking powder and salt; gradually add to cocoa mixture, beating well.
2. Cover; refrigerate until dough is firm enough to handle, at least 6 hours.
3. Heat oven to 350°F. Grease cookie sheet. Shape dough into 1-inch balls; roll in powdered sugar to coat. Place about 2 inches apart on prepared cookie sheet.
4. Bake 11 to 13 minutes or until almost no indentation remains when touched lightly and tops are cracked. Cool slightly. Remove from cookie sheet to wire rack. Cool completely.
Filled Rich Chocolate Cupcakes
Filled with cream cheese, these rich, moist dark chocolate cupcakes are a perfect dessert. The recipe first appeared in 1979 in newspaper articles and has been used in numerous Hershey’s recipe booklets and cookbooks.

Ingredients (makes about 30 cupcakes)

- 3 cups all-purpose flour
- 2 cups sugar
- 2/3 cup Hershey’s Cocoa
- 2 teaspoons baking soda
- 1 teaspoon salt
- 2 cups water
- 2/3 cup vegetable oil
- 2 tablespoons white vinegar
- 2 teaspoons vanilla extract

Filling (recipe follows)

Directions

1. Prepare filling; set aside. Heat oven to 350°F. Line muffin cups (2-1/2 inches in diameter) with paper bake cups.
2. Stir together flour, sugar, cocoa, baking soda and salt in large bowl. Add water, oil, vinegar and vanilla; beat on medium speed of mixer 3 minutes. Fill muffin cups 2/3 full with batter. Spoon 1 level tablespoon filling into center of each cupcake.
3. Bake 20 to 25 minutes or until wooden pick inserted in cake portion comes out clean. Remove from pan to wire rack. Cool completely.

Filling Ingredients

- Cream cheese, softened
- 1/3 cup sugar
- 1 egg
- 1/8 teaspoon salt
- 1 cup Hershey’s Semi-Sweet Chocolate Chips
  or Hershey’s Mini Chips Semi-Sweet Chocolate

Filling Directions

1. Beat cream cheese, sugar, egg and salt in small bowl until smooth and creamy. Stir in chocolate chips.

Hershey’s Cocoa Cream Pie
A frequently requested recipe, the Hershey’s Cocoa Cream Pie appeared in a 1970’s print ad as “Snow Ghost Cocoa Cream Pie.” It has since been used in “Hershey’s 100th Anniversary Cookbook,” on calendars and in numerous other cookbooks and recipe booklets.

Ingredients (makes about 6 – 8 servings)

- 1 baked 9-inch pie crust or graham cracker crumb crust, cooled
- 1/2 cup Hershey’s Cocoa
- 1-1/4 cups sugar
- 1/3 cup cornstarch
- 1/4 teaspoon salt
- 3 cups milk
- 3 tablespoons butter or margarine
- 1-1/2 teaspoons vanilla extract
- Sweetened whipped cream

Directions

1. Prepare crust. Combine cocoa, sugar, cornstarch and salt in medium saucepan. Gradually add milk to dry ingredients, stirring until smooth. Cook over medium heat, stirring constantly, until mixture comes to a boil; boil 1 minute.
2. Remove from heat; stir in butter and vanilla. Pour into prepared crust. Carefully press plastic wrap directly onto pie filling. Cool; refrigerate 6 to 8 hours. Top with whipped cream. Cover; refrigerate leftover pie.
**Hershey’s Perfectly Chocolate Chocolate Cake**

A favorite of many, this recipe adorned the Hershey’s Cocoa Can in the 1980’s, was part of a 1982 national ad campaign called “Hershey’s Easy Does It,” and has since been used in many additional cookbooks and food releases. The cake is delightfully moist and very dark.

**Ingredients (makes 10 – 12 servings)**

- 2 cups sugar
- 1-3/4 cups all-purpose flour
- 3/4 cup Hershey’s Cocoa
- 1-1/2 teaspoons baking powder
- 1-1/2 teaspoons baking soda
- 1 teaspoon salt
- 2 eggs
- 1 cup milk
- 1/2 cup vegetable oil
- 2 teaspoons vanilla extract
- 1 cup boiling water

**Perfectly Chocolate Chocolate Frosting (recipe follows)**

**Directions**

1. Heat oven to 350°F. Grease and flour two 9-inch round baking pans.
2. Stir together sugar, flour, cocoa, baking powder, baking soda and salt in large bowl. Add eggs, milk, oil and vanilla; beat on medium speed of mixer 2 minutes. Stir in boiling water (batter will be thin). Pour batter into prepared pans.
3. Bake 30 to 35 minutes or until wooden pick inserted in center comes out clean. Cool 10 minutes; remove from pans to wire racks. Cool completely. Frost with "Perfectly Chocolate" Chocolate Frosting.

**Perfectly Chocolate Chocolate Frosting Ingredients (makes about 2 cups of frosting)**

- 1/2 cup (1 stick) butter or margarine
- 2/3 cup Hershey’s Cocoa
- 3 cups powdered sugar
- 1/3 cup milk
- 1 teaspoon vanilla extract

**Perfectly Chocolate Chocolate Frosting Directions**


**Hot Cocoa**

Nothing is as satisfying as homemade Hot Cocoa made with milk. This recipe is regularly on the Hershey’s Cocoa Can label and was featured in the 1984 “Chocolate Treasury Cookbook,” and the 1987 “Make It Chocolate!” cookbook.

**Ingredients (makes 5 8-oz. servings)**

- 1/2 cup sugar
- 1/4 cup Hershey’s Cocoa
- Dash salt
- 1/3 cup hot water
- 4 cups (1 qt.) milk
- 3/4 teaspoon vanilla extract
- Miniature marshmallows or sweetened whipped cream (optional)

**Directions**

1. Stir together sugar, cocoa and salt in medium saucepan; stir in water. Cook over medium heat, stirring constantly, until mixture comes to a boil. Boil and stir 2 minutes. Add milk; stirring constantly, heat to serving temperature. Do not boil.
2. Beat with rotary beater or whisk until foamy. Serve topped with marshmallows or whipped cream, if desired.

**Microwave Single Serving Directions**

1. Combine 1 heaping teaspoon Hershey’s Cocoa, 2 heaping teaspoons sugar and dash salt in microwave-safe cup or mug. Add 2 teaspoons cold milk; stir until smooth. Fill cup with milk. Microwave at high (100%) 1 to 1-1/2 minutes or until hot. Stir to blend; serve.
**Hot Fudge Pudding Cake**

It’s practically magic when this decadent cake creates a delicious fudge sauce. Served warm, the recipe will quickly become one of your favorite last-minute desserts if you haven’t tried it already. It appeared in the 1987 “Make It Chocolate” cookbook and has been used in many other *Hershey’s* cookbooks and recipe booklets.

**Ingredients (makes about 8 servings)**

- 1-1/4 cups granulated sugar, divided
- 1 cup all-purpose flour
- 1/2 cup *Hershey’s* Cocoa, divided
- 2 teaspoons baking powder
- 1/4 teaspoon salt
- 1/2 cup milk
- 1/3 cup butter or margarine, melted
- 1-1/2 teaspoons vanilla extract
- 1/2 cup packed light brown sugar
- 1-1/4 cups hot water
- Whipped topping

**Directions**

1. Heat oven to 350°F. Combine 3/4 cup granulated sugar, flour, 1/4 cup cocoa, baking powder and salt. Stir in milk, butter and vanilla; beat until smooth.
2. Pour batter into an ungreased 9-inch square baking pan. Stir together remaining 1/2 cup granulated sugar, brown sugar and remaining 1/4 cup cocoa; sprinkle mixture evenly over batter. Pour hot water over top; do not stir.
3. Bake 35 to 40 minutes or until center is almost set. Remove from oven; let stand 15 minutes. Serve in dessert dishes, spooning sauce from bottom of pan over top. Garnish with whipped topping.

**Quick Creamy Chocolate Pudding**

This is the pudding you remember: rich, creamy and with a chocolate flavor like no other. It first appeared in print in 1978, and was featured in the 1979 “*Hershey’s* Cocoa Cookbook,” among others.

**Ingredients (makes 4-5 servings)**

- 2/3 cup sugar
- 1/4 cup *Hershey’s* Cocoa
- 3 tablespoons cornstarch
- 1/4 teaspoon salt
- 2-1/4 cups milk
- 2 tablespoons butter or margarine
- 1 teaspoon vanilla extract
- Whipped topping (optional)

**Directions**

1. Stir together sugar, cocoa, cornstarch and salt in medium saucepan; gradually stir in milk.
2. Cook over medium heat, stirring constantly, until mixture boils; boil and stir 1 minute. Remove from heat; stir in butter and vanilla. Pour into individual dessert dishes. To avoid a skin from forming on top, press plastic wrap directly onto surface; serve warm or refrigerate at least 2 hours. Garnish with whipped topping, if desired.

**Microwave Directions**

1. Stir together sugar, cocoa, cornstarch and salt in large microwave-safe bowl; gradually stir in milk.
2. Microwave at high (100%) 7 to 10 minutes or until mixture comes to full boil, stirring every 2 minutes. Stir in butter and vanilla. Pour into dishes and serve as directed above.
Rich Cocoa Fudge
This is the recipe your grandmother used to make! It’s one of the most frequently requested recipes, but also is very challenging. The recipe first appeared on the Hershey’s Cocoa Can label in the 1960’s, in the 1979 “Cocoa Cookbook,” the 1984 “Chocolate Treasury Cookbook” and has since been used in many additional cookbooks.

Ingredients (makes about 36 pieces or 1-3/4 pounds)
- 3 cups sugar
- 2/3 cup Hershey’s Cocoa or Hershey’s Special Dark Cocoa
- 1/8 teaspoon salt
- 1-1/2 cups milk
- 1/4 cup (1/2 stick) butter
- 1 teaspoon vanilla extract

*Requires candy thermometer

Directions
1. Line 8- or 9-inch square pan with foil, extending foil over edges of pan. Butter foil.
2. Mix sugar, cocoa and salt in heavy 4-quart saucepan; stir in milk. Cook over medium heat, stirring constantly, until mixture comes to full rolling boil. Boil, without stirring, until mixture reaches 234°F on candy thermometer or until small amount of mixture dropped into very cold water, forms a soft ball which flattens when removed from water. (Bulb of candy thermometer should not rest on bottom of saucepan.)

For Best Results
Do not double this recipe. This is one of our most requested recipes, but also one of our most difficult. The directions must be followed exactly. Beat too little and the fudge is too soft. Beat too long and it becomes hard and sugary.

High Altitude Directions
Increase milk to 1-2/3 cups. Use “soft ball cold water test” for doneness OR test and read thermometer in boiling water, subtract difference from 212°F. Then subtract that number from 234°F. This is the soft ball temperature for your altitude and thermometer.
**Ultimate Chocolate Brownies**
These brownies are very rich but easy to make. They first appeared in the 1987 “Make It Chocolate!” cookbook and are frequently featured in cookbooks and food articles.

Ingredients (makes about 36 brownies)
- 3/4 cup *Hershey’s* Cocoa
- 1/2 teaspoon baking soda
- 2/3 cup butter or margarine, melted and divided
- 1/2 cup boiling water
- 2 cups sugar
- 2 eggs
- 1 1/3 cups all-purpose flour
- 1 teaspoon vanilla extract
- 1/4 teaspoon salt
- 1 cup *Hershey’s Special Dark* Chocolate Chips or *Hershey’s* Semi-Sweet Chocolate Chips
- One-Bowl Buttercream Frosting (recipe follows)

Directions
1. Heat oven to 350°F. Grease 13x9x2-inch baking pan or two 8-inch square baking pans.
2. Stir together cocoa and baking soda in large bowl; stir in 1/3 cup butter. Add boiling water; stir until mixture thickens. Stir in sugar, eggs and remaining 1/3 cup butter; stir until smooth. Add flour, vanilla and salt; blend completely. Stir in chocolate chips. Pour into prepared pan.
3. Bake 35 to 40 minutes for rectangular pan, 30 to 35 minutes for square pans or until brownies begin to pull away from sides of the pan. Cool completely in the pan on wire rack. Frost with One-Bowl Buttercream Frosting. Cut into squares.

One-Bowl Buttercream Frosting Ingredients (makes about 2 cups frosting)
- 6 tablespoons butter or margarine, softened
- 2-2/3 cups powdered sugar
- 1/2 cup *Hershey’s* Cocoa
- 1/3 cup milk
- 1 teaspoon vanilla extract

One-Bowl Buttercream Frosting Directions
1. Beat butter in medium bowl. Add powdered sugar and cocoa alternately with milk, beating to spreading consistency (additional milk may be needed). Stir in vanilla.

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