



Contact: Kristin Zanini
630.932.9316
Whitney Miller
630.932.1028

80 YEARS OF S'MORES FUN

*From Campfire Creations to Home Baked Desserts,
Hershey's S'mores Recipes Offer Something for Everyone*

The Hershey Company and Kraft Foods are celebrating 80 years of S'mores fun by putting unique twists on the classic combination of *Hershey®'s Milk Chocolate*, *Honey Maid® Graham's* and *Kraft Jet-Puffed® Marshmallows*. From fun new additions to the classic treat to exciting recipes with no campfire required, *Hershey's S'mores* have never tasted so good.

- **The Classic:** Place half of a *Hershey's Milk Chocolate* bar on half of a *Honey Maid Graham's* cracker. Carefully toast a large *Jet-Puffed Marshmallow* over a campfire, and place on top of the *Hershey's Milk Chocolate*. Top with remaining graham cracker half and gently press together for the quintessential campfire treat.
- **Peanutty S'mores:** For a 'nutty' twist to the classic treat, spread a thin layer of peanut butter on half of a *Honey Maid Graham's* cracker, and top with half of a *Hershey's Milk Chocolate* bar, a toasted marshmallow and half of a graham cracker.
- **Chocolate Banana S'mores:** Top half of a *Honey Maid Graham's* cracker with half of a *Hershey's Milk Chocolate* bar. Add three small banana slices, a perfectly toasted *Jet-Puffed Marshmallow* and top with half of a graham cracker for a fruity twist that is sure to "a-peel" to families everywhere.
- **Choco-Cherry S'mores:** No dessert is complete without a cherry on top, and this sweet variation is no exception. Cut two maraschino cherries into slices and place on top of half of a *Honey Maid Graham's* cracker and half of a *Hershey's Milk Chocolate* bar. Top with a toasted *Jet-Puffed Marshmallow* and half of a graham cracker.
- **Double Decker S'mores:** For double the fun, place half of a *Hershey's Milk Chocolate* bar on half of a *Honey Maid Graham's* cracker and top with a toasted *Jet-Puffed Marshmallow*. Stack another graham cracker half, the remaining half of the *Hershey's Milk Chocolate* bar and another perfectly toasted marshmallow. Top with one more graham cracker half for a treat that's twice as nice.
- **Brad Paisley's Dark Chocolate Lover's S'mores:** Country music sensation Brad Paisley prefers his S'mores with dark chocolate. Place half of a *Hershey's Special Dark Semi-Sweet Chocolate* bar on half of a graham cracker and top with a toasted marshmallow and half of a graham cracker for a true chocolate-lovers treat.

Indoor S'mores

- **Cookie S'mores:** Place a chocolate or vanilla sugar cookie flat-side-up on a paper towel, and top with one large *Jet-Puffed Marshmallow*. Microwave the cookie creation at medium power for 10 seconds, or until the marshmallow expands. Top with four squares of *Hershey's Milk Chocolate* and one matching cookie. For a festive twist, decorate your Cookie S'mores with colored frosting for any special occasion.
- **S'mores Ice Cream Pie:** From the campfire to the freezer, this frozen treat is perfect for a hot summer day. Butter the bottom and sides of a 9-inch pie plate. Stir together 1 1/4 cup *Honey Maid Grahams* cracker crumbs, 1/3 cup butter and 1/4 cup sugar until well blended. Press crumb mixture evenly on bottom and sides of prepared pie plate. Freeze five minutes before filling. Stir together four cups of slightly softened vanilla or chocolate ice cream, three cups of *Jet-Puffed Miniature Marshmallows* and four *Hershey's Milk Chocolate* bars, finely chopped. Spoon over crust, cover, and freeze until firm. Soften slightly to serve.
- **S'mores Cereal Squares:** These easy-to-eat squares are the perfect snack for busy families on the go. Butter an 8-inch square pan. In a 3-quart saucepan over medium heat, bring 1/3 cup light corn syrup to a boil and remove from heat. Add four *Hershey's Milk Chocolate* bars broken into pieces and 1/2 teaspoon vanilla extract, stirring until chocolate is melted. Gradually fold in 3 1/2 cups of honey graham cereal and one cup of *Jet-Puffed Miniature Marshmallows* until well blended. Press mixture into prepared pan and refrigerate until firm (30 minutes). Cut into squares, and enjoy!
- **Easy S'mores Clusters:** For a quick S'mores snack, break six *Hershey's Milk Chocolate* bars into small pieces and microwave on medium heat for two minutes or until melted. Stir in two cups of *Jet-Puffed Miniature Marshmallows* and eight coarsely chopped *Honey Maid Grahams* crackers. Drop spoonfuls into miniature paper muffin cups (1 3/4-inches in diameter), cover and refrigerate until firm.
- **S'mores Sandwich Bar Cookies:** Heat oven to 350° and grease an 8-inch square baking pan. Beat one stick of butter and 3/4 cup sugar until well blended. Add one egg and one teaspoon of vanilla extract and mix well. Separately, stir together 1 1/3 cup all-purpose flour, 3/4 cup *Honey Maid Grahams* cracker crumbs, one teaspoon of baking powder and 1/4 teaspoon salt. Add to butter mixture, mixing until blended. Press half of the dough into prepared pan and bake for 15 minutes. Arrange five *Hershey's Milk Chocolate* bars over baked layer and sprinkle with three cups of *Jet-Puffed Miniature Marshmallows*. Top with remaining dough and bake 10-15 minutes or until lightly browned. Cool completely and cut into bars for the perfect homemade treat.

###