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***HERSHEY'S KISSES* BRAND CHOCOLATES OFFER EXPERT TIPS
ON HOSTING THE PERFECT HOLIDAY COOKIE EXCHANGE PARTY**

A holiday cookie exchange party offers a perfect reason to gather with friends and family this season and a quick and easy way to fill up holiday dessert trays. Consider these suggestions from *Hershey®'s Kisses®* Brand Chocolates to ensure your next cookie exchange is a success.

- Extend cookie exchange invitations at least two weeks in advance to make sure your guests have time to prepare, and ask all guests to RSVP with the recipe they plan to make. For those invitees who don't have a favorite recipe, keep plenty of suggestions on hand or consider including a unique recipe on every invitation. A variety of creative recipes featuring *Hershey's Kisses* Brand Chocolates – a holiday cookie “must-have” ingredient – are available at www.hersheyskitchens.com.
- Remind each guest of the total number of participants, and ask each attendee to bring one dozen cookies for every participant. If the group is large, consider reducing this quantity to a half-dozen – more than 10 dozen cookies may overwhelm some bakers.
- Encourage all participants to bring plenty of printed recipe copies so the recipe exchange can begin, along with an empty, sealable container to take home new treats.
- For a festive touch, play a favorite holiday CD during the party and display a set of holiday gift tags and pens so guests may label their goodies.
- Be sure to offer refreshments, but keep it simple. Consider making something the night before that can be reheated for the party. Plan to serve a holiday beverage, such as hot chocolate or warm apple cider, along with standard beverages such as coffee, tea, juice and milk.
- For added fun, turn the cookie exchange into a cookie gifting party. Set out gift tags, gift bags, ribbons, and festive *Hershey's Kisses* Chocolates wrapped in holiday-colored foils, and invite guests to assemble sweet gifts for co-workers, neighbors, teachers and friends.
- Create a little light-hearted competition. Invent fun categories such as “The Cookie Santa Can't Refuse” or “Most Decorative Cookie,” and offer simple prizes to each winner.
- Supply extra plastic bags or containers for guests to transport their cookies home. There are bound to be some participants who forget to bring their own.
- For a perfect party favor, consider asking guests to provide their recipes in advance, and print them out on festive paper to compile homemade recipe books.
- Additional cookie exchange tips, including downloadable gift tags and festive recipe cards, are available at www.hersheys.com/recipes/baking-hints-tips.

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