



TM

Contact: Jody Cook
The Hershey Company
717.534.4288
jcook@hersheys.com

Colleen Lies
JSH&A Public Relations
630.916.3031
colleen@jsha.com

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

Cookie exchange parties are growing in popularity and provide a fun-filled excuse for friends and family to escape their busy seasonal routine, enjoy each other's company *and* fill up their holiday dessert trays. This year, *Hershey's Kisses* Chocolates is inviting holiday bakers and entertainers to visit www.kissescookies.com and enter to receive one of one thousand cookie exchange parties sponsored by the delicious little chocolate treat. For all hosts looking to create the ultimate cookie exchange, the experts at *Hershey's Kisses* Chocolates and *Hershey's Kitchens* also offer the following tips to turn any holiday party into a sweet success:

- Invite your guests at least two weeks in advance to make sure they have time to prepare, and ask each 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* – a holiday cookie “must-have” ingredient – are available at www.hersheyskisses.com or www.hersheyskitchens.com.
- Remind each guest of the total number of guests, and ask each to bring one dozen cookies for everyone. 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 make sweet gifts for co-workers, neighbors, teachers and friends.
- Create a 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.

###