

Hershey's Adds a Festive Twist to Seasonal Baking with its First-Ever Holiday Baking Shapes

Plus, Hershey and The Hallmark Channel are hosting a brand-new baking contest to award one lucky winner a walk-on role in a Hallmark Channel Original Movie



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HERSHEY, Pa., Nov. 8, 2021 /PRNewswire/ -- *Hershey's* Baking Products are at the heart of many holiday traditions, and this year, Hershey is making the holidays extra special with its first-ever Holiday Baking Shapes. These delicious white creme chips are red and green, and come in festive stocking and tree shapes, sure to sweeten your holiday baking traditions.

Whether you're mixing the shapes into your go-to cookie dough, using them to decorate a baked good, or sneaking a few straight from the bag, *Hershey's* new Holiday Baking Shapes are sure to satisfy every sweet tooth and add a sprinkle of holiday spirit to your favorite recipes.

Though we all wish the most wonderful time of the year lasted longer, *Hershey's* Holiday Baking Shapes will only be available for a limited time this holiday season, so grab them while you can!



"After seeing a huge spike in baking this past year, we were inspired to create our first-ever seasonally-shaped chips to give bakers the chance to add a unique touch to their traditional recipes," said Mike Orr, manager of baking. "So go ahead, add *Hershey's* Holiday Baking Shapes to your favorite cookies or grab a handful to snack on – we won't judge!"

To continue spreading the holiday cheer, Hershey has teamed up with Hallmark Channel for the first time ever to introduce a holiday baking contest, where one lucky fan will win the ultimate prize of a walk-on role as a baker in a Hallmark Channel Original Movie. Now through Dec. 31, the two brands are calling on baking enthusiasts to make their next kitchen adventure even more magical by using a *Hershey's* Baking Product, like the new Holiday Baking Shapes, in their festive creations. Photos and recipes can be submitted by visiting [hersheyandhallmarkchannel.com](https://www.hersheyandhallmarkchannel.com)

The first-ever partnership between the two iconic brands also features a fun [holiday cookbook](#), where evolving and pro bakers alike can browse recipes to add to their own digital cookbook. From Chocolate Overload Cookies to White Peppermint Bark, there is an option for everyone!

Now through Dec. 31, fans can visit [hersheyandhallmarkchannel.com](https://www.hersheyandhallmarkchannel.com) to learn more about how to enter the Hershey and Hallmark Baking Contest* and [hersheycookbook.hallmarkchannel.com](https://www.hersheycookbook.hallmarkchannel.com) to create a digital Holiday Cookbook.

*Open only to legal residents of 50 US/D.C., 18+. Void where prohibited. Begins 9:00 AM ET on 10/1/21 & ends 11:59:59 PM ET on 12/31/21. Grand Prize: winner's option of walk-on role in Hallmark Channel original movie or \$5,000.

Rules: www.hersheyandhallmarkchannel.com. Recipe must include a HERSHEY'S Cocoa or HERSHEY'S Baking Chip product. Sponsors: The Hershey Company, 19 E Chocolate Avenue, Hershey, PA 17033; Crown Media United States, LLC, 12700 Ventura Boulevard, Studio City, CA 91604.

About The Hershey Company

The Hershey Company is headquartered in Hershey, Pa., and is an industry-leading snacks company known for bringing goodness to the world through its iconic brands, remarkable people and enduring commitment to help children succeed. Hershey has approximately 17,000 employees around the world who work every day to deliver delicious, quality products. The company has more than 90 brands around the world that drive more than \$8 billion in annual revenues, including such iconic brand names as *Hershey's*, *Reese's*, *Kit Kat*®, *Jolly Rancher*, *Ice Breakers*, *SkinnyPop*, and *Pirate's Booty*.

For more than 125 years, Hershey has been committed to operating fairly, ethically and sustainably. Hershey founder, Milton Hershey, created the Milton Hershey School in 1909 and since then the company has focused on helping children succeed.

To learn more visit www.thehersheycompany.com

About The Hallmark Channel

Hallmark Channel, owned by Hallmark Cards, Inc., is Crown Media Family Networks' flagship 24-hour cable television network. As the country's leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. The network features an ambitious lineup of original content, including movies, scripted primetime series, and annual specials. Additionally, Hallmark Channel is the exclusive home to world premiere presentations of the acclaimed Hallmark Hall of Fame franchise. Dedicated to helping viewers celebrate life's special moments, Hallmark Channel also offers annual holiday programming franchises including Countdown to Christmas and many other seasonal offerings. Rounding out the network's slate are some of television's most beloved comedies and series, including *The Golden Girls* and *Frasier*.

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