

Original Hershey's Recipes

Fudgey Brownies

3/4 cup HERSHEY'S
2 cups sugar
1/2 teaspoon baking soda
2 eggs
2/3 cup vegetable oil
1 1/3 cups unsifted all-purpose flour
1/2 cup boiling water (measure accurately)
1 teaspoon vanilla
1/2 teaspoon salt

Stir cocoa and baking soda in mixing bowl. Blend in 1/3 cup of vegetable oil. Add boiling water; stir until mixture thickens. Stir in sugar, eggs and remaining 1/3 cup vegetable oil; stir until smooth. Add flour, vanilla and salt, blend completely. Pour into lightly greased 13 x 9" baking pan or two 8" square pans. Bake at 350° for 35 to 40 minutes for 13 x 9" pan. 30-32 minutes for 8" square pans. Cool.

Deep Dark Chocolate Cake

1 3/4 unshifted all-purpose flour
1 teaspoon salt
2 cups sugar
2 eggs
3/4 cup HERSHEY'S Cocoa
1 cup milk
1 1/2 teaspoon baking soda
1/2 cup vegetable oil
1 1/2 teaspoon baking powder (measure accurately)
2 teaspoons vanilla
1 cup boiling water

Combine dry ingredients in large mixing bowl. Add remaining ingredients excepts boiling water; beat at medium speed 2 minutes. Remove from mixer; stir in boiling water (batter will be thin). Pour into two greased and floured 9" or three 8" layer pans or one 13 X 9" pan. Bake at 350° for 30 to 35 minutes for layers. 35 to 40 minutes for 13 x 9" pan, or until cake tester (inserted in center) comes out clean. Cool 10 minutes on rack. Remove from pans; cool completely.

These recipes came from the back of a 1980's Hershey's Coco can. In the early 1990's Hershey's quietly changed the recipe to be more low fat