

Chocolatetown USA

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Philadelphia Hotel and Hershey Foods Corporation made a donation of \$500 in her name to the Hershey Medical Center. Other winners included first prize to Alice Hoffman-Gates, Palmyra, with "Bar-None Chocolate Cake"; second prize, Wendy Lloyd, Harrisburg, with "Chocolate Scrumptious Cake"; third prize, Kathy Middleton, Harrisburg, with "Chocolate Blackberry Finale Cake."

The festival culminated Monday with the unwrapping of the "World's Largest Chocolate Bar... Bar None." Hershey Chocolate Company introduced its new Bar None chocolate bar nationally last fall. As a part of the festival, the company decided to go for a spot in the Guinness Book of World Records.

The bar was constructed in Hershey's Stuarts Draft, Virginia, plant and was engineered by Dr. Robert W. Larson, Dr. Carl Wong, and Harold Cook, all of Hershey Food and Hershey Chocolate. The bar required three months for structural design and planning and two full days of actual construction.

The "World's Largest Chocolate Bar... Bar None" was a one ton chocolate bar equivalent to approximately 28,350 Bar None

chocolate bars. Its ingredients list include: 2,928 square feet of chocolate wafer, 1,075 pounds of chocolate creme, 12 pounds of peanuts, and 350 pounds of milk chocolate. It contained nearly six million calories.

Invited to the unwrapping and sampling of the bar were all members of the newly formed Chocolate Lovers Club. "The Chocolate Lovers Club is a lighthearted, fun club for people who share a love for chocolate," said Joseph P. Viviano, president of Hershey Chocolate U.S.A. and Hershey's Certified Chocolate Lovers Club. Viviano explains, "By becoming a member, chocolate lovers can stay on top of the latest chocolate news, try unique chocolate recipes from famous chefs and receive discounts on chocolate and chocolate-

related products."

One ton of chocolate is a lot of chocolate, so whatever the club members were unable to finish of the giant bar was donated to the students of the Milton Hershey School, chocolate lovers in their own right.

According to Viviano, to date there are approximately 6,000 members in the club, and he expects at least 50,000 members before long Viviano has aspirations of the club membership climbing to the millions.

Anyone can join by sending a proof of purchase from a Hershey product and \$2, or just \$5.95 to: Chocolate Lovers Club Membership, Hershey's Chocolate World, Park Boulevard, Box 800, Hershey, PA 17033.



In the Chocolate Gallery, Festival goers saw chocolate used in every form of cooking imaginable. Here Chef Scott Aungst serves up chocolate fettucini with zabaglione sauce.

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