

Words About The

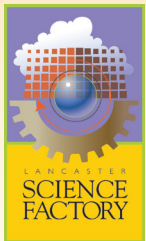
"My wife and three kids stayed the whole day for the festival and had a great time. The kids really loved the whoopie pie launcher. We'll definitely be back next year!" Brian, 33

"I loved eating all the different kinds of whoopie pies and doing the treasure hunt!" Megan, 9

"I've been coming to the festival since it began, and it's just fun to see everyone having a great time. I even tried the whoopie pie eating competition! Even though I didn't win, it was fun to try. I'll be back again next year!" Mary, 63



Whoopie Pie Festival 2011 Partners



whoopiepiefestival.com

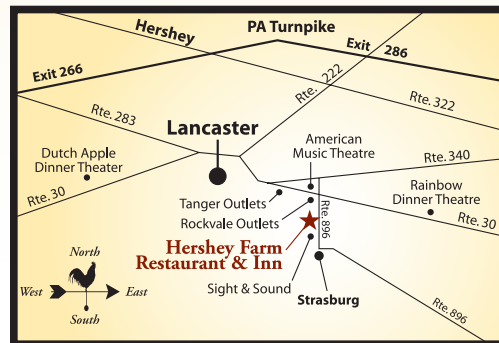
Hershey Farm

Restaurant & Inn

Your Destination. Your Hershey Farm.

1-800-827-8635

Next to Sight & Sound
Millennium Theatre®



Saturday, September 17
11am-4pm

(Raindate: Sunday September 18, 2011)

Just past Rockvale Outlets on Rte. 896 • STRASBURG
www.hersheyfarm.com

HERSHEY FARM RESTAURANT & INN • STRASBURG
www.hersheyfarm.com



Who can resist rich, creamy icing spread between two soft, delicious cakes?
They've been a favorite Lancaster County confection for years.
And now the Whoopie Pie isn't just for eating!

Festival Activities

Delicious food options will be available for purchase all day.

Hershey Farm Restaurant is also open for Breakfast, Lunch, and Dinner. Enjoy our Grand Smorgasbord!

Off site parking and shuttle provided

11:00 AM ~Whoopie Pie Treasure Hunt



Kids of all ages can scour the grounds of Hershey Farm to find hundreds of hidden whoopie pies wrapped in brightly colored foil. Hunts start every 15 minutes.

1:00-3:00 PM ~Whoopie Pie Checkers



You've never played checkers like this. With Whoopie Pies as checkers expect to eat every captured piece. Never again will it be this delicious to play!

All Day ~Largest Whoopie Pie Ever Made



Witness it for yourself! Watch as we attempt to set a Guinness Book World Record for the largest whoopie pie ever made.

Local Crafters and Artisans

This year, don't forget to visit the Crafters Area with local crafters and artisans displaying handmade items available for purchase.

www.whoopiepiefestival.com

12:00 PM ~Whoopie Pie Race



On your mark, get set, GO! The crowd will be whooping and cheering for this memorable event. All participants should be ready to grab a pie and run.

2:00 PM ~Whoopie Yell Off



Whoooooeeeeeeeee! Give a shout out to all the delicious whoopie pies out there! You must have a big mouth to enter this competition.

Other events throughout the day include:



- whoopie pie making for kids
- pony rides • face painting
- train races • prizes
- and more!

12:00-3:00 PM ~Whoopie Pie Launch



Put your accuracy skills to the test and aim your Whoopie Pie at the target. Closest hit takes the prize.

2:30 PM ~Amateur Whoopie Pie Eating Contest



Sure, you've said you could eat a dozen whoopie pies in one sitting, but could you really? Time will tell. As the clock counts down the minutes, the person to eat the most whoopie pies wins!

Create the Most Creative Whoopie Pie



Let your imagination out to play. Transform a classic whoopie pie into something spectacular. Whoopie Pies and decorations will be supplies (\$2.00).

* Event Sponsors noted beside events.

The Whoopie Pie Festival Features over 100 different Whoopie Pie Flavors

Great prizes awarded

The History of Whoopie Pies

A whoopie pie (alternatively called a gob, black-and-white, bob, or "BFO" for (Big Fat Oreo) is a baked good made of two round mound-shaped pieces of cake, the most common flavor being chocolate, with a sweet, creamy frosting sandwiched between them.

According to food historians, industrious Amish women would bake these delicious desserts with leftover cake batter and icing and would put them in farmers' lunchboxes. When farmers would find these treats in their lunch, they would shout "Whoopie!"

The recipe for whoopie pies has its origins with the Amish, and in Lancaster County, Pennsylvania, it is not uncommon to find roadside farm stands offering these desserts.

Lancaster County, PA is proud to host the annual Whoopie Pie Festival, a delicious day celebrating Lancaster's favorite dessert!



www.whoopiepiefestival.com • 1-800-827-8635 • Just past Rockvale Outlets on Rte. 896 • Strasburg