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FOR IMMEDIATE RELEASE

Celebrate the Holidays with Betty Crocker®

The Dessert Tray Just Got Sweeter

MINNEAPOLIS (December 13, 2013) –Tis the season to be a *Choc Star!* Celebrate the holidays and impress friends with a variety of recipes from Betty Crocker®. Create decadence with Betty's cookie, cupcake and frosting mixes to create a dessert tray that your guests won't be able to resist.

Cookies and Crème Cheesecake Bars: This extra-easy 3-step cheesecake recipe was inspired by Betty Crocker Facebook fan Debra and brought to life by the Betty Crocker Kitchens. This delicious cheesecake can be prepared ahead of time, allowing more time to get ready for the holiday party. Simply combine butter with cookies and crème cookie mixture and press in pan. Mix cookies and crème frosting with cream cheese and egg, pour over cookie mixture, top with crumbles and bake.

Chocolate Chunk Almond Brownies: These indulgent buttery rich brownies accented with coconut and almonds were inspired by Facebook fan Chrystelle and also brought to life by the Betty Crocker Kitchens. Mix chocolate chunk cookie mix and cocoa, and stir in butter, water, almond extract and almonds. Spread into pan and bake. When cooled, frost with coconut flavored chocolate frosting, sprinkle with additional almonds and coconut and press in gently. These are sure to please.

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Chocolate Covered Strawberry Cupcakes: These luscious strawberry and chocolate-filled cupcakes were inspired by Betty Crocker Facebook fan Betsy and also brought to life by the Betty Crocker Kitchens. Simply add diced strawberries to the chocolate filling in chocolate cupcakes and bake. Top with a dark or milk chocolate frosting and garnish with strawberry slices for an added touch.

Try any of the Betty Crocker cupcake and cookie mixes, as well as the many frostings available in the baking aisle. Cupcake mixes are available in 15.4-oz package and have a suggested retail price of \$2.79; cookie mixes are available in 12.5-oz package with a suggested retail price of \$2.59; premium frostings come in 16-ounce tubs and have a suggested retail price of \$2.59.

For more recipes ideas and tips, visit www.bettycrocker.com.

About Betty Crocker

Since her creation in 1921, Betty Crocker has enjoyed a distinguished history as a multimedia superstar. Featured in radio, TV, print, and now online, this cultural icon has rightfully earned her reputation as the “Original First Lady of Food.” Minneapolis is the home of the Betty Crocker Kitchens, where a team of culinary experts develop food ideas that combine trends with consumer needs.

BettyCrocker.com is one of the top websites in the food category. Betty Crocker’s Facebook community has over 1.75 million fans that enjoy interacting with the brand, and millions have downloaded Betty Crocker’s mobile app. Betty Crocker branded products garner more than \$1 billion in sales annually. For more information, visit www.BettyCrocker.com.