

Azzara C Daniel  
Form 4  
August 17, 2011

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Azzara C Daniel

(Last) (First) (Middle)  
100 CRYSTAL A DRIVE  
(Street)

HERSHEY, PA 17033

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
HERSHEY CO [HSY]

3. Date of Earliest Transaction (Month/Day/Year)  
08/15/2011

4. If Amendment, Date Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
SVP, Global R&D

6. Individual or Joint/Group Filing (Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Common Stock	08/15/2011		M		2,000 A \$ 32.25	34,810	D
Common Stock	08/15/2011		S		100 D \$ 56.4501	34,710	D
Common Stock	08/15/2011		S		100 D \$ 56.4502	34,610	D
Common Stock	08/15/2011		S		1,400 D \$ 56.451	33,210	D
Common Stock	08/15/2011		S		400 D \$ 56.452	32,810	D

Edgar Filing: Azzara C Daniel - Form 4

Common Stock	08/15/2011	M	2,000	A	\$ 36.09	34,810	D	
Common Stock	08/15/2011	S	119	D	\$ 56.412	34,691	D	
Common Stock	08/15/2011	S	600	D	\$ 56.414	34,091	D	
Common Stock	08/15/2011	S	100	D	\$ 56.4205	33,991	D	
Common Stock	08/15/2011	S	200	D	\$ 56.421	33,791	D	
Common Stock	08/15/2011	S	600	D	\$ 56.431	33,191	D	
Common Stock	08/15/2011	S	200	D	\$ 56.432	32,991	D	
Common Stock	08/15/2011	S	181	D	\$ 56.442	32,810	D	
Common Stock						2,477.362 <sup>(1)</sup>	I	401(k) Plan

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares
Non-qualified Stock Option (Right to Buy)	\$ 32.25	08/15/2011		M	2,000	<sup>(2)</sup> 02/02/2013	Common Stock	2,000
Non-qualified Stock Option	\$ 36.09	08/15/2011		M	2,000	<sup>(3)</sup> 06/18/2013	Common Stock	2,000

(Right to Buy)

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Azzara C Daniel 100 CRYSTAL A DRIVE HERSHEY, PA 17033			SVP, Global R&D	

## Signatures

C. Daniel  
Azzara

08/17/2011

\*\*Signature of  
Reporting Person                      Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
  - (1) The total amount of securities reported as indirectly owned by the reporting person includes 17.188 shares acquired from May 2, 2011 through July 29, 2011, pursuant to the Company's 401(k) Plan ("Plan"). The information is based on a report dated August 1, 2011, provided by the Plan trustee.
  - (2) The options vested according to the following schedule: 25% vested on February 3, 2004, 25% vested on February 3, 2005, 25% vested on February 3, 2006 and 25% vested on February 3, 2007.
  - (3) The options vested according to the following schedule: 25% vested on June 19, 2004, 25% vested on June 19, 2005, 25% vested on June 19, 2006 and 25% vested on June 19, 2007.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.