

Azzara C Daniel
 Form 3
 December 19, 2007

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0104
 Expires: January 31, 2005
 Estimated average burden hours per response... 0.5

INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â Azzara C Daniel		(Month/Day/Year)	HERSHEY CO [HSY]	
(Last)	(First)	(Middle)	12/10/2007	
HERSHEY FOODS CORPORATION,Â 100 CRYSTAL A DRIVE			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)	(Check all applicable)			
	<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner	6. Individual or Joint/Group Filing(Check Applicable Line)	
	<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other	<input checked="" type="checkbox"/> Form filed by One Reporting Person	
	(give title below) (specify below)		<input type="checkbox"/> Form filed by More than One Reporting Person	
	VP, Global Research & Develop			
HERSHEY,Â PAÂ 17033				
(City)	(State)	(Zip)		

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	18,065	D	Â
Common Stock	2,229.08	I	401(k) Plan

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

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.

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security	4. Conversion or Exercise	5. Ownership Form of	6. Nature of Indirect Beneficial Ownership
--------------------------------------------	----------------------------------------------------------	------------------------------------------------------------------	---------------------------	----------------------	--------------------------------------------

Edgar Filing: Azzara C Daniel - Form 3

	Date Exercisable	Expiration Date	(Instr. 4) Title	Amount or Number of Shares	Price of Derivative Security	Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	(Instr. 5)
Non-Qualified Stock Option (right to buy)	Â (1)	06/27/2014	Common Stock	3,200	\$ 45	D	Â
Non-Qualified Stock Option (right to buy)	Â (1)	01/13/2010	Common Stock	7,000	\$ 22.5	D	Â
Non-Qualified Stock Option (right to buy)	Â (1)	02/02/2013	Common Stock	8,700	\$ 32.25	D	Â
Non-Qualified Stock Option (right to buy)	Â (1)	06/18/2013	Common Stock	2,000	\$ 36.09	D	Â
Non-Qualified Stock Option (right to buy)	Â (1)	02/15/2016	Common Stock	10,450	\$ 52.3	D	Â
Non-Qualified Stock Option (right to buy)	Â (1)	04/22/2017	Common Stock	12,600	\$ 54.68	D	Â
Non-Qualified Stock Option (right to buy)	Â (1)	02/14/2015	Common Stock	18,500	\$ 61.7	D	Â
Non-Qualified Stock Option (right to buy)	Â (1)	01/21/2012	Common Stock	9,500	\$ 34.655	D	Â
Non-Qualified Stock Option (right to buy)	Â (1)	02/01/2014	Common Stock	13,600	\$ 37.755	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Azzara C Daniel HERSHEY FOODS CORPORATION 100 CRYSTAL A DRIVE HERSHEY, PA 17033	Â	Â	Â VP, Global Research & Develop	Â

Signatures

C. Daniel
Azzara

12/14/2007

**Signature of
Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 5(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).

Options vest according to the following schedule: 25% vest on the first anniversary of the grant date, an additional 25% vest on the (1) second anniversary of the grant date, an additional 25% vest on the third anniversary of the grant date, and the options become fully vested on the fourth anniversary of the grant date.

Edgar Filing: Azzara C Daniel - Form 3

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.