TACKA DAVID W

Form 4 June 10, 2010

FORM 4

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

OMB 3235-0287

Check this box if no longer subject to

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

Number: January 31, Expires: 2005

0.5

OMB APPROVAL

Section 16. Form 4 or Form 5 obligations may continue.

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

burden hours per response...

Estimated average

See Instruction

30(h) of the Investment Company Act of 1940

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * TACKA DAVID W			2. Issuer Name and Ticker or Trading Symbol HERSHEY CO [HSY]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)		
(Last) (First) (Middle)		(Middle)	3. Date of Earliest Transaction			
100 CRYSTAL A DRIVE			(Month/Day/Year) 06/08/2010	Director 10% Owner Officer (give title Other (specify below) VP CAO		
(Street)			4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check		
			Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person		
HERSHEY, PA 17033						

(City)	(State)	(Zip) 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. Transactio Code (Instr. 8)	· / /			5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code V	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)	(I) (Instr. 4)	
Common Stock							5,632.454 <u>(1)</u>	I	401(k) Plan
Common Stock	06/08/2010		M	10,650	A	\$ 32.25	32,743.9642	D	
Common Stock	06/08/2010		M	2,000	A	\$ 36.025	34,743.9642	D	
Common Stock	06/08/2010		S	9,300	D	\$ 50	25,443.9642	D	
Common Stock	06/08/2010		S	3,350	D	\$ 50.0093	22,093.9642	D	

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

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(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 orderivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amour Underlying Securit (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amo or Num of Sh
Non-Qualified Stock Option (right to buy)	\$ 32.25	06/08/2010		M	10,650	<u>(3)</u>	02/02/2013	Common Stock	10,6
Non-Qualified Stock Option (right to buy)	\$ 36.025	06/08/2010		M	2,000	<u>(5)</u>	08/03/2013	Common Stock	2,0

Reporting Owners

Reporting Owner Name / Address		Kelation	sinps
	ъ.	10% 0	0.00

Other 10% Owner Officer

TACKA DAVID W 100 CRYSTAL A DRIVE HERSHEY, PA 17033

VP CAO

Signatures

David W. Tacka 06/09/2010 **Signature of Date Reporting Person

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 represents a reduction of 10.021 shares allocated to the reporting person?s account in the Company?s 401(k) Plan as of May 31, 2010. To manage liquidity needs of the 401(k) Plan, the Plan trustee from time-to-time maintains a lower overall share balance (versus cash) in the 401(k) Plan, which in this instance resulted in a

Reporting Owners 2

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reduction in the number of shares allocated to the reporting person?s account when compared to the reporting person?s Form 4 filed on May 7, 2010. The information is based on a report dated June 1, 2010, provided by the Plan trustee.

- (2) These options are from an option grant previously reported as 10,650 options at an exercise price of \$64.50. The option grants were adjusted to reflect the two-for-one stock split on June 15, 2004.
- (3) 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.
- (4) These options are from an option grant previously reported as 1,000 options at an exercise price of \$72.05. The option grants were adjusted to reflect the two-for-one stock split on June 15, 2004.
- (5) The options vested according to the following schedule: 25% vested on August 4, 2004, 25% vested on August 4, 2005, 25% vested on August 4, 2006 and 25% vested on August 4, 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.