**HERSHEY CO** Form 4 July 03, 2007

## FORM 4

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

**OMB** 3235-0287 Number:

Expires:

**OMB APPROVAL** 

Check this box if no longer subject to Section 16.

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

January 31, 2005 Estimated average

Form 4 or Form 5 obligations may continue. See Instruction

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

burden hours per response... 0.5

1(b).

(Print or Type Responses)

COUGHLAN GARY P/PA			2. Issuer Name and Ticker or Trading Symbol HERSHEY CO [HSY]				Issuer			
								(Check all applicable)		
(Last)	(First)	(Middle)	3. Date of	Earliest Tr	ansaction					
400 00 110			(Month/D	•				_X_ Director		Owner
100 CRYSTAL A DRIVE			07/01/2007				Officer (give below)	below)	er (specify	
(Street)			4. If Amendment, Date Original				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person			
			Filed(Month/Day/Year)							
HERSHEY,	, PA 17033							Form filed by M Person	Iore than One Re	porting
(City)	(State)	(Zip)	Tabl	e I - Non-D	erivative Se	curiti	es Acq	uired, Disposed of	, or Beneficial	ly Owned
1.Title of	2. Transaction Da	te 2A. Deen	ned	3.	4. Securitie	s Acqı	uired	5. Amount of	6.	7. Nature of
Security (Month/Day/Year) Execution								Securities	Ownership	Indirect
(Instr. 3) any			N /57	Code (Instr. 3, 4 and 5)				Beneficially	Form: Direct	
		(Month/D	Day/Year)	(Instr. 8)				Owned Following	(D) or Indirect (I)	Ownership (Instr. 4)
								Reported	(Instr. 4)	(111801.4)
						(A)		Transaction(s)	(2110417-1)	
				Code V	Amount	or (D)	Price	(Instr. 3 and 4)		
Common Stock	07/01/2007			A	490.966	A	\$0	15,466.3081 <sub>(1)</sub>	D	

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

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

#### Edgar Filing: HERSHEY CO - Form 4

1. Title of	2.	3. Transaction Date		4.	5.	6. Date Exercis		7. Title and	8. Price of	9. Nu
Derivative Security (Instr. 3)	Conversion or Exercise Price of Derivative Security	(Month/Day/Year)	Execution Date, if any (Month/Day/Year)	Transacti Code (Instr. 8)	orNumber of Derivativ Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)			Amount of Underlying Securities (Instr. 3 and 4	Derivative Security (Instr. 5)	Deriv Secur Bene Own Follo Repo Trans (Instr
				Code V	ĺ		Expiration Date	Title Amour or Numbe of Shares	er	

# **Reporting Owners**

Reporting Owner Name / Address	Relationships					
1	Director	10% Owner	Officer	Other		
COUGHLAN GARY P/PA 100 CRYSTAL A DRIVE	X					
HERSHEY, PA 17033	Α					

## **Signatures**

By: Steven J. Holsinger, as Attorney-in-Fact For: Gary P. Coughlan 07/03/2007

\*\*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 beneficially owned includes 77.9699 shares acquired on June 15, 2007, pursuant to the Company's Dividend Reinvestment Plan.

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.

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