

HERSHEY CO
Form 4
November 08, 2006

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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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 *
HERNQUIST THOMAS K

(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)
11/06/2006

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 Chief Growth Off.

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 Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	11/06/2006		M	4,100	\$ 32.23	28,854.0332	D
Common Stock	11/06/2006		S	4,100	\$ 53.12	24,754.0332	D
Common Stock	11/06/2006		M	300	\$ 32.23	25,054.0332	D
Common Stock	11/06/2006		S	300	\$ 53.1	24,754.0332	D
Common Stock	11/06/2006		M	5,000	\$ 32.23	29,754.0332	D

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Common Stock	11/06/2006	S	5,000	D	\$ 53.09	24,754.0332	D	
Common Stock	11/06/2006	M	200	A	\$ 32.23	24,954.0332	D	
Common Stock	11/06/2006	S	200	D	\$ 53.08	24,754.0332	D	
Common Stock	11/06/2006	M	2,300	A	\$ 32.23	27,054.0332	D	
Common Stock	11/06/2006	S	2,300	D	\$ 53.07	24,754.0332	D	
Common Stock	11/06/2006	M	1,000	A	\$ 32.23	25,754.0332	D	
Common Stock	11/06/2006	S	1,000	D	\$ 53.06	24,754.0332	D	
Common Stock	11/06/2006	M	300	A	\$ 32.23	25,054.0332	D	
Common Stock	11/06/2006	S	300	D	\$ 53.05	24,754.0332	D	
Common Stock	11/06/2006	M	5,000	A	\$ 32.23	29,754.0332	D	
Common Stock	11/06/2006	S	5,000	D	\$ 53.04	24,754.0332	D	
Common Stock	11/06/2006	M	1,700	A	\$ 32.23	26,454.0332	D	
Common Stock	11/06/2006	S	1,700	D	\$ 53.03	24,754.0332	D	
Common Stock	11/06/2006	M	100	A	\$ 32.23	24,854.0332	D	
Common Stock	11/06/2006	S	100	D	\$ 53.02	24,754.0332	D	
Common Stock						581.937	I	401(k) Plan

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)

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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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option (right to buy)	\$ 32.23	11/06/2006		M	4,100	<u>(2)</u> 04/27/2013	04/27/2013	Common Stock	4,100
Non-Qualified Stock Option (right to buy)	\$ 32.23	11/06/2006		M	300	<u>(2)</u> 04/27/2013	04/27/2013	Common Stock	300
Non-Qualified Stock Option (right to buy)	\$ 32.23	11/06/2006		M	5,000	<u>(2)</u> 04/27/2013	04/27/2013	Common Stock	5,000
Non-Qualified Stock Option (right to buy)	\$ 32.23	11/06/2006		M	200	<u>(2)</u> 04/27/2013	04/27/2013	Common Stock	200
Non-Qualified Stock Option (right to buy)	\$ 32.23	11/06/2006		M	2,300	<u>(2)</u> 04/27/2013	04/27/2013	Common Stock	2,300
Non-Qualified Stock Option (right to buy)	\$ 32.23	11/06/2006		M	1,000	<u>(2)</u> 04/27/2013	04/27/2013	Common Stock	1,000
Non-Qualified Stock Option (right to buy)	\$ 32.23	11/06/2006		M	300	<u>(2)</u> 04/27/2013	04/27/2013	Common Stock	300
Non-Qualified Stock Option (right to buy)	\$ 32.23	11/06/2006		M	5,000	<u>(2)</u> 04/27/2013	04/27/2013	Common Stock	5,000
Non-Qualified Stock Option (right to buy)	\$ 32.23	11/06/2006		M	1,700	<u>(2)</u> 04/27/2013	04/27/2013	Common Stock	1,700
Non-Qualified Stock Option (right to buy)	\$ 32.23	11/06/2006		M	100	<u>(2)</u> 04/27/2013	04/27/2013	Common Stock	100

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HERNQUIST THOMAS K 100 CRYSTAL A DRIVE HERSHEY, PA 17033			SVP, Global Chief Growth Off.	

Signatures

Thomas K Hernquist	11/08/2006
<u> </u> 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 directly owned by the reporting person in Column 5 of Table I includes 29.0462 shares acquired on June 15, 2006 and 33.8556 shares acquired on September 15, 2006 pursuant to the Company's Dividend Reinvestment Plan.
 - (2) The options vest according to the following schedule: 25% vested on April 28, 2004; an additional 25% vested on April 28, 2005; an additional 25% vested on April 28, 2006; and the final 25% will vest on April 28, 2007.

Remarks:

The total amount of securities reported as indirectly owned by the reporting person in Column 5 of Table I (401(k) Plan) inclu

The total amount of securities reported as indirectly owned by the reporting person in Column 5 of Table I (401(k) Plan) has b

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.