

WEST DAVID J
Form 4
May 27, 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 *
WEST DAVID J

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)
100 CRYSTAL A DRIVE
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
05/25/2011

Director 10% Owner
 Officer (give title below) Other (specify below)
Executive Vice President

HERSHEY, PA 17033

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

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

(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. 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 | 05/25/2011 | | M | | 64,100 | A | \$ 32.25 |
| Common Stock | 05/25/2011 | | S | | 64,100 | D | \$ 54.1377 |
| Common Stock | 05/25/2011 | | M | | 54,100 | A | \$ 37.755 |
| Common Stock | 05/25/2011 | | S | | 54,100 | D | \$ 54.1986 |
| Common Stock | 05/25/2011 | | M | | 29,050 | A | \$ 52.3 |

Edgar Filing: WEST DAVID J - Form 4

| | | | | | | | | |
|--------------|------------|-----|---------|---|------------|--------------------|---|-------------|
| Common Stock | 05/25/2011 | S | 29,050 | D | \$ 54.2832 | 126,031 | D | |
| Common Stock | 05/25/2011 | M | 28,050 | A | \$ 45.78 | 154,081 | D | |
| Common Stock | 05/25/2011 | S | 28,050 | D | \$ 54.076 | 126,031 | D | |
| Common Stock | 05/25/2011 | M | 181,455 | A | \$ 35.87 | 307,486 | D | |
| Common Stock | 05/25/2011 | S | 181,455 | D | \$ 54.0852 | 126,031 | D | |
| Common Stock | 05/25/2011 | M | 141,245 | A | \$ 34.89 | 267,276 | D | |
| Common Stock | 05/25/2011 | S | 141,245 | D | \$ 54.0786 | 126,031 | D | |
| Common Stock | 05/25/2011 | M | 73,100 | A | \$ 39.26 | 199,131 | D | |
| Common Stock | 05/25/2011 | S | 73,100 | D | \$ 54.0383 | 126,031 | D | |
| Common Stock | 05/26/2011 | S | 120,031 | D | \$ 54.0243 | 6,000 | D | |
| Common Stock | 05/26/2011 | G V | 6,000 | D | \$ 0 | 0 | D | |
| Common Stock | | | | | | 926,418 <u>(1)</u> | 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 Security (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| | | | | Code V | (A) (D) | Date Exercisable Expiration Date | Title Amount Number of Shares |
| Non-qualified Stock Option | \$ 32.25 | 05/25/2011 | | M | 64,100 | <u>(3)</u> 02/02/2013 | Common Stock 64 |

Edgar Filing: WEST DAVID J - Form 4

- (4) These options are from an option grant previously reported as 27,050 options at an exercise price of \$75.51. 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 February 2, 2005; 25% vested on February 2, 2006; 25% vested on February 2, 2007 and 25% vested on February 2, 2008.
- (6) The options vested according to the following schedule: 25% vested on February 16, 2007; 25% vested on February 16, 2008; 25% vested on February 16, 2009 and 25% vested on February 16, 2010.
- (7) The options vested according to the following schedule: 25% vested on October 2, 2008; 25% vested on October 2, 2009; and 25% vested on October 2, 2010. Options scheduled to vest on October 2, 2011 will be forfeited.
- (8) The options vested according to the following schedule: 25% vested on February 13, 2009; 25% vested on February 13, 2010; and 25% vested on February 13, 2011. Options scheduled to vest on February 13, 2012 will be forfeited.
- (9) The options vested according to the following schedule: 25% vested on February 17, 2010 and 25% vested on February 17, 2011. Options scheduled to vest on February 17, 2012 and February 17, 2013 will be forfeited.
- (10) The options vested according to the following schedule: 25% vested on February 23, 2011. Options scheduled to vest on February 23, 2012; February 23, 2013 and February 23, 2014 will be forfeited.

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.