

## INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL

OMB Number: 3235-0104  
Estimated average burden  
hours per response: 0.5Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934  
or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Jastrzebski Thaddeus J</u>	2. Date of Event Requiring Statement (Month/Day/Year) 12/10/2007	3. Issuer Name and Ticker or Trading Symbol <u>HERSHEY CO [ HSY ]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>SVP, Pres Hershey Int'l</u>	5. If Amendment, Date of Original Filed (Month/Day/Year)
(Last) (First) (Middle) <u>100 CRYSTAL A DRIVE</u>			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person
(Street) <u>HERSHEY PA 17033</u>			
(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	4,866	D	
Common Stock	297,458	I	401(k) Plan

## 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 (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Non-Qualified Stock Option (right to buy)	(1)	08/02/2017	Common Stock	4,700	45.15	D	
Non-Qualified Stock Option (right to buy)	(1)	09/19/2014	Common Stock	6,500	48.18	D	
Non-Qualified Stock Option (right to buy)	(1)	02/15/2016	Common Stock	5,800	52.3	D	
Non-Qualified Stock Option (right to buy)	(1)	04/22/2017	Common Stock	7,150	54.68	D	
Non-Qualified Stock Option (right to buy)	(1)	02/14/2015	Common Stock	4,900	61.7	D	
Restricted Stock Units	(2)	(2)	Common Stock	3,262	(3)	D	

## Explanation of Responses:

- Options vest according to the following schedule: 25% vest on the first anniversary of the grant date, an additional 25% vest on the 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.
- The total amount of Restricted Stock Units ("RSUs") were granted and will vest as follows: (1) 750 RSUs were granted on April 7, 2006 of which 188 units vested on 5/7/2007, 188 units vest on 4/7/2008, 187 units vest on 4/7/2009, and the remaining 187 units vest on 4/7/2010; (2) 1,000 RSUs were granted on January 8, 2007 of which 250 units vest on 2/8/2008, 250 units vest on 1/8/2009, 250 units vest on 1/8/2010, and the remaining 250 units vest on 1/8/2011; (3) 1,200 RSUs were granted on May 4, 2007 of which 300 units vest on 6/4/2008, 300 units vest on 5/4/2009, 300 units vest on 5/4/2010, and the final 300 units vest on 5/4/2011; (4) 500 RSUs were granted on November 2, 2007 of which 125 RSUs vest on 12/2/2008, 125 units vest on 11/2/2009, 125 units vest on 11/2/2010, and the final 125 units vest on 11/2/2011.
- Each Restricted Stock Unit represents a contingent right to receive one share of Common Stock of The Hershey Company or its cash equivalent.

Thaddeus J Jastrzebski12/14/2007

\*\* Signature of Reporting Person

Date

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

\* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.