
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of
the Securities Exchange Act of 1934

April 9, 2003

Date of Report (Date of earliest event reported)

Hershey Foods Corporation

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of incorporation)

1-183

(Commission File Number)

23-0691590

(IRS Employer Identification No.)

100 Crystal A Drive, Hershey, Pennsylvania 17033

(Address of Principal Executive Offices) (Zip Code)

Registrant's telephone number, including area code: (717) 534-6799

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INFORMATION TO BE INCLUDED IN REPORT

The information in this Current Report on Form 8-K, including the exhibit, is furnished pursuant to Item 9 and shall not be deemed "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934 or otherwise subject to the liabilities under that Section. Furthermore, the information in this Current Report on Form 8-K, including the exhibit, shall not be deemed to be incorporated by reference into the filings of Hershey Foods Corporation under the Securities Act of 1933.

Item 9. Regulation FD Disclosure

On April 9, 2003, Richard H. Lenny, Chairman, President and Chief Executive Officer of Hershey Foods Corporation (the "Corporation") announced that Thomas K. Hernquist will be named Senior Vice President, Chief Marketing Officer, effective April 28, 2003. A copy of the press release is furnished herewith as Exhibit 99.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: April 9, 2003

HERSHEY FOODS CORPORATION

By: /s/Frank Cerminara
Frank Cerminara
Senior Vice President,
Chief Financial Officer

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Exhibit Index

<u>Exhibit No.</u>	<u>Description</u>
99	Hershey Foods Corporation Press Release dated April 9, 2003.

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**Thomas K. Hernquist Named Senior Vice President, Chief Marketing Officer,
Hershey Foods Corporation**

Hershey, Pa., April 9, 2003 - Richard H. Lenny, Chairman, President and Chief Executive Officer, Hershey Foods Corporation, today announced that Thomas K. Hernquist will be named Senior Vice President, Chief Marketing Officer, effective April 28, 2003. Hernquist will report directly to Lenny in this position and will have marketing responsibility for the company's U.S. confectionery business. He also will provide leadership for the key equity components of Hershey's brands globally and will have responsibility for *Hershey's Chocolate World* visitors center. Hernquist will become a member of the Hershey Executive Team.

Hernquist joins Hershey from Fortune Brands where he served as Senior Vice President, Global Marketing, with responsibility for the company's distilled spirits business. Before joining Fortune Brands, he was President and Chief Executive Officer of Vivendi Universal's Sierra Software unit.

Hernquist's career also includes positions at Nabisco Inc., where he served in a variety of marketing positions, including: Business Director, New Business, Nabisco Inc.; Vice President, Marketing, Lifesavers Company; and Vice President, Marketing and Senior Vice President, Marketing, Nabisco Biscuit Company. He also served as Vice President and General Manager, Entenmann's, a unit of CPC International, and in a variety of marketing positions with Frito-Lay, Inc.

In announcing the appointment, Lenny said, "Tom brings an exceptional wealth of snack market experience and a proven track record of success to this key leadership position. Having worked directly with Tom before, I value his intellect, dedication, and skill set. I look forward to his joining Hershey Foods and helping us deliver upon our growth strategy."

Hernquist received his Bachelor of Arts degree from the University of Virginia, and his Masters of Business Administration from The Amos Tuck School of Business Administration, Dartmouth College.

Contact: Christine M. Dugan (717) 508-3238

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