

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

Date of Report (Date of earliest event reported): September 13, 1999

HERSHEY FOODS CORPORATION

(Exact name of registrant as specified in its charter)

Delaware

1-183

23-0691590

(State or other jurisdiction
of incorporation)

(Commission
File Number)

(I.R.S. 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

Item 5. Other Events

On September 13, 1999, Hershey Foods Corporation (the "Corporation") announced that its earnings per share for the third quarter ending October 3, 1999, and for the fiscal year ending December 31, 1999, would likely be below market expectations. Earnings per share for the year are expected to be eight to ten percent below previous expectations of \$2.40 per share. A copy of the press release dated September 13, 1999, announcing the Corporation's expectations regarding third quarter and fiscal year earnings, is incorporated herein by reference, and a copy is filed 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.

Dated: September 13, 1999

HERSHEY FOODS CORPORATION

By /s/ William F. Christ

William F. Christ

Senior Vice President, Chief Financial Officer
and Treasurer

Exhibit Index

Exhibit No. -----	Description -----
99	Press Release dated September 13, 1999

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[LOGO OF HERSHEY FOODS APPEARS HERE]
Corporate Communications

HERSHEY FOODS NEWS
Hershey Foods Corporation
100 Crystal A Drive -
Hershey, PA 17033
E-mail: pr@hersheys.com
http://www.hersheys.com
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FOR IMMEDIATE RELEASE
September 13, 1999

CONTACT:
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717-534-7631

FINANCIAL CONTACT:
James A. Edris
717-534-7556

HERSHEY FOODS RESULTS EXPECTED TO MISS EXPECTATIONS

HERSHEY, PA.--Hershey Foods Corporation announced today that it expects to miss earnings per share expectations for the third quarter and fiscal year 1999, primarily as a result of problems encountered in the July startup of new business systems, in the areas of customer service, warehousing and order fulfillment. Earnings per share for the year could fall 8% to 10% below our previous expectations of \$2.40 per share, with the bulk of the shortfall occurring in the third quarter.

Kenneth L. Wolfe, Chairman and Chief Executive Officer said, "We are going through a very challenging period in providing the order fulfillment and customer service levels which customers have come to expect from Hershey. While order patterns have remained strong, we have been unable to fill them completely, in a timely fashion. We have put in place an action plan to resolve our order backlog and get us back on schedule. With the present demand for Back-To-School/Halloween and the upcoming Christmas season, however, we believe it will be mid-to late October before we are fully back on schedule. Our customers are being notified of this plan and, we believe with their cooperation, we can meet this challenge."

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