### FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

OMB Number: 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).

Filed 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>ESHLEMAN DENNIS N</u>					suer Name <b>and</b> Tick				(Check	all applicable) Director	g Person(s) to Issuer  10% Owner Other (specify below) & Innovation		
(Last) (First) (Middle) 100 CRYSTAL A DRIVE					ate of Earliest Trans 15/2004	saction (	Month	n/Day/Year)	X	Officer (give title below)  VP, Strategy			
Street) HERSHEY PA 17033  (City) (State) (Zip)					Amendment, Date o	of Origin	al File	d (Month/Day	r/Year)	6. Indiv Line) X	ridual or Joint/Group Form filed by One Form filed by Mo Person	e Reporting Pers	son
		Table I - N	on-Deriva	tive	Securities Ac	quired	l, Di	sposed of	, or Be	neficially	Owned		
Date			2. Transaction Date (Month/Day/Year)		2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Disposed Of			5. Amount of Securities Beneficially Owned Following Reported	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	Transaction(s) (Instr. 3 and 4)		(111501.4)
Common Stock	(		05/05/20	004		М		800	Α	\$37.625	818.4529	D	
Common Stock	ζ		05/05/20	004		S		800	D	\$89.5	18.4529	D	
Common Stock	ζ		05/05/20	004		M		2,200	A	\$33.0625	2,218.4529	D	
Common Stock	ζ		05/05/20	004		S		2,200	D	\$89.49	18.4529	D	
Common Stock	(		05/05/20	004		M		1,300	A	\$33.0625	1,318.4529	D	
Common Stock	<b>(</b> 1)		05/05/20	004		S		1,300	D	\$89.5	18.4529	D	
Common Stock	<b>S</b>										3,500.21	I	401(k) Plan
Common Stock	ζ										78.9462	I	by Spouse
		Table II	Dorivoti	C	ocurities Assu	iirad	Dier	acced of	or Bon	oficially O	wood	,	,

#### 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)		vative urities uired or oosed O) tr. 3, 4	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Non- Qualified Stock Option (right to buy)	\$33.0625	05/05/2004		M			2,200	01/03/1998	01/02/2006	Common Stock	2,200	\$0	1,300	D	
Non- Qualified Stock Option (right to buy)	\$33.0625	05/05/2004		М			1,300	01/03/1998	01/02/2006	Common Stock	1,300	\$0	0	D	
Non- Qualified Stock Option (right to buy)	\$37.625	05/05/2004		М			800	04/30/1998	04/29/2006	Common Stock	800	\$0	0	D	

# **Explanation of Responses:**

1. The total amount of securities reported as directly owned by the reporting person in Column 5 of Table I include .0855 shares acquired on March 15, 2004 pursuant to a Hershey Foods Dividend Reinvestment Plan.

The total amount of securities reported as indirectly owned by the reporting person in Column 5 of Table I (401(k) Plan) includes 51.2400 shares acquired from January 1, 2004 through April 30, 2004 pursuant to the Hershey Foods Corporation Employee Savings Stock Investment and Ownership Plan (ESSIOP). These shares were acquired at various intervals, and the closing price on April 30, 2004 was \$88.89. The

exact price of each share at the date of acquisition is not readily determinable. The indirect holdings reported as held by the reporting person's spouse in Column 5 of Table I includes .3654 shares acquired on March 15, 2004 pursuant to a Hershey Foods Dividend Reinvestment Plan.

By: Bonnie S. Martin, as **Attorney in Fact For: Dennis** 

N. Eshleman

05/06/2004

\*\* 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 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).

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.