

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person* <u>ARLINE MARCELLA K</u> _____ (Last) (First) (Middle) <u>100 CRYSTAL A DRIVE</u> _____ (Street) <u>HERSHEY PA 17033</u> _____ (City) (State) (Zip)			2. Issuer Name and Ticker or Trading Symbol <u>HERSHEY CO [HSY]</u>			5. 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, Chief People Officer</u>		
			3. Date of Earliest Transaction (Month/Day/Year) <u>05/30/2007</u>					
			4. If Amendment, Date of Original Filed (Month/Day/Year)			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		

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	05/30/2007		M		1,200	A	\$30.75	30,746.1208	D	
Common Stock	05/30/2007		S		1,200	D	\$52.51	29,546.1208	D	
Common Stock	05/30/2007		M		2,000	A	\$30.75	31,546.1208	D	
Common Stock	05/30/2007		S		2,000	D	\$52.52	29,546.1208	D	
Common Stock	05/30/2007		M		4,500	A	\$30.75	34,046.1208	D	
Common Stock	05/30/2007		S		4,500	D	\$52.53	29,546.1208	D	
Common Stock	05/30/2007		M		1,200	A	\$30.75	30,746.1208	D	
Common Stock	05/30/2007		S		1,200	D	\$52.54	29,546.1208	D	
Common Stock	05/30/2007		M		6,100	A	\$30.75	35,646.1208	D	
Common Stock	05/30/2007		S		6,100	D	\$52.5	29,546.1208	D	
Common Stock	05/30/2007		M		5,900	A	\$22.5	35,446.1208	D	
Common Stock	05/30/2007		S		5,900	D	\$52.5	29,546.1208	D	
Common Stock	05/30/2007		M		1,500	A	\$22.5	31,046.1208	D	
Common Stock	05/30/2007		S		1,500	D	\$52.51	29,546.1208	D	
Common Stock	05/30/2007		M		100	A	\$22.5	29,646.1208	D	
Common Stock	05/30/2007		S		100	D	\$52.52	29,546.1208	D	
Common Stock	05/30/2007		M		6,100	A	\$29.25	35,646.1208	D	
Common Stock	05/30/2007		S		6,100	D	\$52.5	29,546.1208	D	
Common Stock	05/30/2007		M		100	A	\$29.25	29,646.1208	D	
Common Stock	05/30/2007		S		100	D	\$52.54	29,546.1208	D	
Common Stock	05/30/2007		M		100	A	\$29.25	29,646.1208	D	
Common Stock	05/30/2007		S		100	D	\$52.53	29,546.1208	D	
Common Stock	05/30/2007		M		1,200	A	\$29.25	30,746.1208	D	
Common Stock	05/30/2007		S		1,200	D	\$52.51	29,546.1208	D	
Common Stock	05/30/2007		M		300	A	\$29.25	29,846.1208	D	
Common Stock	05/30/2007		S		300	D	\$52.52	29,546.1208 ⁽¹⁾	D	
Common Stock								6,595.094	I	401(k) Plan

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 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)	\$22.5 ⁽²⁾	05/30/2007		M			5,900 ⁽²⁾	(3)	01/13/2010		Common Stock	5,900 ⁽²⁾	\$0	1,600	D		
Non-Qualified Stock Option (right to buy)	\$22.5 ⁽²⁾	05/30/2007		M			1,500 ⁽²⁾	(3)	01/13/2010		Common Stock	1,500 ⁽²⁾	\$0	100	D		
Non-Qualified Stock Option (right to buy)	\$22.5 ⁽²⁾	05/30/2007		M			100 ⁽²⁾	(3)	01/13/2010		Common Stock	100 ⁽²⁾	\$0	0	D		
Non-Qualified Stock Option (right to buy)	\$29.25 ⁽⁴⁾	05/30/2007		M			6,100 ⁽⁴⁾	(5)	01/09/2011		Common Stock	6,100 ⁽⁴⁾	\$0	1,700	D		
Non-Qualified Stock Option (right to buy)	\$29.25 ⁽⁴⁾	05/30/2007		M			100 ⁽⁴⁾	(5)	01/09/2011		Common Stock	100 ⁽⁴⁾	\$0	1,600	D		
Non-Qualified Stock Option (right to buy)	\$29.25 ⁽⁴⁾	05/30/2007		M			100 ⁽⁴⁾	(5)	01/09/2011		Common Stock	100 ⁽⁴⁾	\$0	1,500	D		
Non-Qualified Stock Option (right to buy)	\$29.25 ⁽⁴⁾	05/30/2007		M			1,200 ⁽⁴⁾	(5)	01/09/2011		Common Stock	1,200 ⁽⁴⁾	\$0	300	D		
Non-Qualified Stock Option (right to buy)	\$29.25 ⁽⁴⁾	05/30/2007		M			300 ⁽⁴⁾	(5)	01/09/2011		Common Stock	300 ⁽⁴⁾	\$0	0	D		
Non-Qualified Stock Option (right to buy)	\$30.75 ⁽⁶⁾	05/30/2007		M			1,200 ⁽⁶⁾		01/19/2000	01/19/2008	Common Stock	1,200 ⁽⁶⁾	\$0	13,800	D		
Non-Qualified Stock Option (right to buy)	\$30.75 ⁽⁶⁾	05/30/2007		M			2,000 ⁽⁶⁾		01/19/2000	01/19/2008	Common Stock	2,000 ⁽⁶⁾	\$0	11,800	D		
Non-Qualified Stock Option (right to buy)	\$30.75 ⁽⁶⁾	05/30/2007		M			4,500 ⁽⁶⁾		01/19/2000	01/19/2008	Common Stock	4,500 ⁽⁶⁾	\$0	7,300	D		
Non-Qualified Stock Option (right to buy)	\$30.75 ⁽⁶⁾	05/30/2007		M			1,200 ⁽⁶⁾		01/19/2000	01/19/2008	Common Stock	1,200 ⁽⁶⁾	\$0	6,100	D		
Non-Qualified Stock Option (right to buy)	\$30.75 ⁽⁶⁾	05/30/2007		M			6,100 ⁽⁶⁾		01/19/2000	01/19/2008	Common Stock	6,100 ⁽⁶⁾	\$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 includes the acquisition of 4.4443 shares on March 15, 2007 pursuant to the Company's Dividend Reinvestment Plan.

2. These options are from an option grant previously reported as 3,750 options at an exercise price of \$45.00. This stock option grant was adjusted to reflect the two-for-one stock split on June 15, 2004.
3. The options vested according to the following schedule: 25% vested on January 13, 2001; 25% vested on January 13, 2002; 25% vested on January 13, 2003; and the final 25% vested on January 13, 2004.
4. These options are from an option grant previously reported as 3,900 options at an exercise price of \$58.50. This stock option grant was 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 January 10, 2002; 25% vested on January 10, 2003; 25% vested on January 10, 2004; and the final 25% vested on January 10, 2005.
6. These options are from an option grant previously reported as 7,500 options at an exercise price of \$61.50. This stock option grant was adjusted to reflect the two-for-one stock split on June 15, 2004.

Remarks:

The total amount of securities reported as indirectly owned by the reporting person in Column 5 of Table I (401(k) Plan) includes 9,4780 shares acquired from February 1, 2007 through April 30, 2007 pursuant to the Company's 401(k) Plan. These shares were acquired at various intervals, and the closing price on April 30, 2007 was \$54.96. The exact price of each share at the date of acquisition is not readily determinable.

Marcella K Arline

05/31/2007

** 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 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.

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