

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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FORM 8-K

CURRENT REPORT

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

July 16, 2007

Date of Report (Date of earliest event reported)

The Hershey Company

(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) 534-4200

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 5.02 Department of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers**

The Board of Directors of The Hershey Company (the "Company") elected H. P. Alfonso, age 50, to the office of Senior Vice President, Chief Financial Officer, effective July 16, 2007. Mr. Alfonso, a Certified Public Accountant, joined the Company in July 2006 as Vice President, Finance and Planning, U.S. Commercial Group. Prior to joining the Company, he was Executive Vice President and Chief Financial Officer of Cadbury Schweppes Americas Beverages (March 2005 to July 2006), Vice President Finance, Global Supply Chain of Cadbury Schweppes (London, UK) (May 2003 to February 2005) and Vice President and Chief Financial Officer of Pfizer Inc., Adams Division (August 2000 to April 2003). A copy of the Company's press release announcing Mr. Alfonso's promotion is attached hereto as Exhibit 99.1.

The Company does not have an employment agreement with Mr. Alfonso. Mr. Alfonso is compensated in accordance with the plans and programs available generally to executive officers of the Company, as outlined in the Company's proxy statement for its 2007 annual meeting of stockholders, filed March 16, 2007. The Compensation and Executive Organization Committee of the Company's Board of Directors will consider changes to Mr. Alfonso's compensation in recognition of his promotion at its regularly scheduled meeting in August, 2007.

Mr. Alfonso replaces David J. West as Chief Financial Officer. Mr. West, who was promoted to the position of Executive Vice President, Chief Operating Officer on January 24, 2007, remained in the position of acting Chief Financial Officer until his successor was elected. For information regarding Mr. West's promotion to Executive Vice President, Chief Operating Officer, please refer to the Company's Current Report on Form 8-K filed January 24, 2007.

**Item 9.01 Financial Statements and Exhibits**

(d) Exhibits

99.1 Press Release dated July 16, 2007

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: July 19, 2007

THE HERSHEY COMPANY

By: /s/ David J. West  
David J. West  
Executive Vice President, Chief Operating Officer

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EXHIBIT INDEX

Exhibit No.

Description

99.1

The Hershey Company Press Release dated July 16, 2007

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## **Hershey Names Bert Alfonso Senior Vice President, Chief Financial Officer**

**HERSHEY, Pa., July 16, 2007** — Richard H. Lenny, Chairman, President and Chief Executive Officer, The Hershey Company (NYSE:HSY) today announced that Bert Alfonso, Vice President, Finance and Planning, North American Commercial Group, has been named Senior Vice President, Chief Financial Officer, effective immediately. Alfonso will report to Lenny.

“Bert’s nearly 25 years of financial leadership and his record of accomplishment made him the clear choice after an extensive internal and external search,” Lenny said. “Over the past year, Bert has developed an excellent team and further strengthened Hershey’s financial insight, analysis and sales planning capabilities. Bert’s knowledge of the confectionery industry and deep international experience will be crucial as we expand Hershey’s North American leadership position and accelerate growth in high-potential global markets. Bert will also build upon Hershey’s relationships with the financial community and maintain our strong control environment.”

Alfonso joined Hershey in July 2006 as Vice President, Finance and Planning, U.S. Commercial Group from Cadbury Schweppes, where he was Executive Vice President Finance, Chief Financial Officer, Americas Beverages. He led all finance and information technology functions for the United States, Canada, Mexico and the Caribbean region.

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Alfonso joined Cadbury Schweppes in 2003 as Vice President Finance, Global Supply Chain. In this role, he was based in London with responsibility for developing financial and strategic aspects of the company's global supply chain, including logistics, procurement and sourcing.

Prior to joining Cadbury Schweppes, Alfonso was Vice President and Chief Financial Officer for the Adams Division of Pfizer, Inc. From 1983 to 2000, he worked in a variety of financial leadership positions at Warner Lambert, culminating in the role of Vice President and International Treasurer.

A native of Cuba, Alfonso graduated from Rutgers University with a bachelor's degree in accounting. He holds an MBA in marketing from Rutgers and is a Certified Public Accountant.

#### **About The Hershey Company**

The Hershey Company (NYSE: HSY) is the largest North American manufacturer of quality chocolate and sugar confectionery products. With revenues of nearly \$5 billion and more than 13,000 employees worldwide, The Hershey Company markets such iconic brands as *Hershey's*, *Reese's*, *Hershey's Kisses*, and *Ice Breakers*. Hershey is the leader in the fast-growing dark and premium chocolate segment, with such brands as *Hershey's Special Dark*, *Hershey's Extra Dark* and *Cacao Reserve by Hershey's*. Hershey's *Ice Breakers* franchise delivers refreshment across a variety of mint and gum flavors and formats. In addition, Hershey leverages its iconic brands, marketplace scale and confectionery and nut expertise to develop and deliver substantial snacks, including *Hershey's* and *Reese's* single-serve cookies and brownies, and value-added snack nuts, including *Hershey's Milk Chocolate Covered Almonds* and *Hershey's Special Dark Chocolate Covered Almonds*. Hershey also offers a range of products to address the health and well-being needs of today's consumer. *Hershey's* and *Reese's Snacksters* offer consumers great-tasting snacks in portion-controlled servings, while Hershey's dark chocolate offerings provide the benefits of flavanol antioxidants. In addition, Artisan Confections Company, a wholly owned subsidiary of The Hershey Company, markets

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such premium chocolate offerings as *Scharffen Berger*, known for its high-cacao dark chocolate products, *Joseph Schmidt*, recognized for its fine, handcrafted chocolate gifts, and *Dagoba*, known for its high-quality natural and organic chocolate bars. Visit us at [www.hersheynewsroom.com](http://www.hersheynewsroom.com).

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