

## INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL

OMB Number: 3235-0104  
Estimated average burden  
hours per response: 0.5Filed 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>Azzara C Daniel</u>  (Last) (First) (Middle) <u>HERSHEY FOODS CORPORATION</u> <u>100 CRYSTAL A DRIVE</u>  (Street) <u>HERSHEY PA 17033</u>  (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>12/10/2007</u>	3. Issuer Name and Ticker or Trading Symbol <u>HERSHEY CO [ HSY ]</u>	
		4. 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>VP, Global Research &amp; Develop</u>	5. 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 Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	18,065	D	
Common Stock	2,229.08	I	401(k) Plan

## Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date				
Non-Qualified Stock Option (right to buy)	(1)	06/27/2014	Common Stock	3,200	45	D
Non-Qualified Stock Option (right to buy)	(1)	01/13/2010	Common Stock	7,000	22.5	D
Non-Qualified Stock Option (right to buy)	(1)	02/02/2013	Common Stock	8,700	32.25	D
Non-Qualified Stock Option (right to buy)	(1)	06/18/2013	Common Stock	2,000	36.09	D
Non-Qualified Stock Option (right to buy)	(1)	02/15/2016	Common Stock	10,450	52.3	D
Non-Qualified Stock Option (right to buy)	(1)	04/22/2017	Common Stock	12,600	54.68	D
Non-Qualified Stock Option (right to buy)	(1)	02/14/2015	Common Stock	18,500	61.7	D
Non-Qualified Stock Option (right to buy)	(1)	01/21/2012	Common Stock	9,500	34.655	D
Non-Qualified Stock Option (right to buy)	(1)	02/01/2014	Common Stock	13,600	37.755	D

## Explanation of Responses:

1. Options vest according to the following schedule: 25% vest on the first anniversary of the grant date, an additional 25% vest on the second anniversary of the grant date, an additional 25% vest on the third anniversary of the grant date, and the options become fully vested on the fourth anniversary of the grant date.

C. Daniel Azzara12/14/2007

\*\* 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 5 (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.