

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF
SECURITIESFiled 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>Wege D Michael</u> (Last) (First) (Middle) <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>09/13/2011</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>SVP Chief Commercial Officer</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)
<u>Common Stock</u>	<u>28,253</u>	<u>D</u>	
<u>Common Stock</u>	<u>790.646</u>	<u>I</u>	<u>401(k) Plan</u>

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				
<u>Non-qualified Stock Option (Right to Buy)</u>	<u>(1)</u>	<u>02/14/2015</u>	<u>Common Stock</u>	<u>4,550</u>	<u>61.7</u>	<u>D</u>
<u>Non-qualified Stock Option (Right to Buy)</u>	<u>(1)</u>	<u>02/15/2016</u>	<u>Common Stock</u>	<u>6,050</u>	<u>52.3</u>	<u>D</u>
<u>Non-qualified Stock Option (Right to Buy)</u>	<u>(1)</u>	<u>04/22/2017</u>	<u>Common Stock</u>	<u>8,550</u>	<u>54.68</u>	<u>D</u>
<u>Non-qualified Stock Option (Right to Buy)</u>	<u>(1)</u>	<u>02/12/2018</u>	<u>Common Stock</u>	<u>16,440</u>	<u>35.87</u>	<u>D</u>
<u>Non-qualified Stock Option (Right to Buy)</u>	<u>(1)</u>	<u>02/16/2019</u>	<u>Common Stock</u>	<u>22,830</u>	<u>34.89</u>	<u>D</u>
<u>Non-qualified Stock Option (Right to Buy)</u>	<u>(1)</u>	<u>02/22/2020</u>	<u>Common Stock</u>	<u>20,495</u>	<u>39.26</u>	<u>D</u>
<u>Non-qualified Stock Option (Right to Buy)</u>	<u>(1)</u>	<u>02/21/2021</u>	<u>Common Stock</u>	<u>20,505</u>	<u>51.42</u>	<u>D</u>
<u>Restricted Stock Units</u>	<u>(2)</u>	<u>(2)</u>	<u>Common Stock</u>	<u>875</u>	<u>0⁽³⁾</u>	<u>D</u>

Explanation of Responses:

- Options vest according to the following schedule: 25% vest on the first anniversary of the award date, an additional 25% vest on the second anniversary of the award date, an additional 25% vest on the third anniversary of the award date, and the options become fully vested on the fourth anniversary of the award date.
- Restricted Stock Units ("RSUs") were granted on July 7, 2008 of which 875 units vested on 8/7/2009, 875 units vested on 7/7/2010, 875 units vested on 7/7/2011 and the remaining 875 units from that grant will vest on 7/7/2012.
- Each Restricted Stock Unit represents a contingent right to receive one share of Common Stock of The Hershey Company or its cash equivalent.

D. Michael Wege09/23/2011

** 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.