FORM 4

obligations may continue. See Instruction 1(b).

Check this box if no longer subject to Section 16. Form 4 or Form 5

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

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>COUGHLAN GARY P</u>						2. Issuer Name and Ticker or Trading Symbol HERSHEY CO [HSY]									ck all ap _l	ionship of Reporting P all applicable) Director Officer (give title below)		s) to Is 10% C	
(Last) (First) (Middle) 100 CRYSTAL A DRIVE					3. Date of Earliest Transaction (Month/Day/Year) 06/15/2005										Other below)			(specify	
(Street) HERSHE (City)			.7033 Zip)		4. If	Ame	ndment	Date o	of Origina	l Filed	I (Month/Da	ay/Year)		6. In	Forn	or Joint/Group n filed by One n filed by Mor son	e Reportin	g Pers	on
		Tabl	e I - Nor	ı-Deriv	ative	Sec	curitie	s Ac	quired,	Dis	posed o	f, or E	3ene	ficiall	y Own	ed			
Date			2. Transa Date (Month/I		Execution Date,			3. Transaction Code (Instr. 8) 4. Securities Acquired Disposed Of (D) (Instr. 5)					Secur Benef	icially d Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership (Instr. 4)		
									Code	v	Amount	(A) (D)	or	Price	Trans	action(s) 3 and 4)			(111501.4)
Common Stock			06/15	5/2005	2005			A		109 A		A	\$62.9 1	9,8	9,836.9494				
		Та	ble II - D								sed of, onvertib				Owned				
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deeme Execution if any (Month/Da	Date,	4. Transa Code (8)		5. Nu of Deriv Secu Acqu (A) o Dispo of (D) (Instr	ative rities ired osed	6. Date Expiratic (Month/E	on Dat		7. Title Amoun Securi Under Deriva Securi and 4)	nt of ties lying tive ty (Ins	unt	Price of erivative ecurity estr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction (Instr. 4)	Owner Form Direct or Inc (I) (In	t (D) lirect	11. Nature of Indirect Beneficial Ownership (Instr. 4)

Explanation of Responses:

Gary P. Coughlan

06/15/2005

** 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.