

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>Buck Michele</u> (Last) (First) (Middle) <u>THE HERSHEY COMPANY</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>SVP, Global Chief Mktg 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)
Common Stock	3,226,348	D	
Common Stock	139,757	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	Title	Amount or Number of Shares			
Non-Qualified Stock Option (right to buy)	(1)	04/18/2015	Common Stock	16,900	61	D	
Non-Qualified Stock Option (right to buy)	(1)	02/15/2016	Common Stock	19,950	52.3	D	
Non-Qualified Stock Option (right to buy)	(1)	04/22/2017	Common Stock	20,900	54.68	D	
Restricted Stock Units	(2)	(2)	Common Stock	11,766	(3)	D	

Explanation of Responses:

- 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.
- The total amount of Restricted Stock Units ("RSUs") were granted and will vest as follows: (1) 14,725 RSUs were granted on April 9, 2005 of which 4,567 units vested on 2/1/2006, 8,492 units vested on 2/1/2007, and the remaining 1,666 units vest on 2/1/2008; (2) 2,500 RSUs were granted on January 8, 2007 of which 625 units vest on 2/8/2008, 625 units vest on 1/8/2009, 625 units vest on 1/8/2010, and the remaining 625 units vest on 1/8/2011; and (3) 7,600 RSUs were granted on May 1, 2007 of which 2,508 units vest on 5/1/2008, 2,508 units vest on 5/1/2009, and the final 2,584 units vest on 5/1/2010.
- Each Restricted Stock Unit represents a contingent right to receive one share of Common Stock of The Hershey Company or its cash equivalent.

Michele G. Buck12/18/2007

** 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.