

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

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

November 29, 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 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers

On November 30, 2007, The Hershey Company (the “Company”) announced that Thomas K. Hernquist, Senior Vice President, Global Chief Growth Officer, has resigned from the Company. Mr. Hernquist’s tenure as an elected officer of the Company ended on December 4, 2007, and his last day of active employment will be December 31, 2007.

In connection with his resignation, Mr. Hernquist entered into a Confidential Agreement and General Release (the “Agreement”) pursuant to which he will receive benefits under the Company’s Executive Benefits Protection Plan (Group 3A) (the “Group 3A Plan”) and provide, through December 31, 2008, certain consultation and transition assistance if and as reasonably requested by the Company. The Agreement also contains covenants regarding confidentiality and non-competition.

The Group 3A Plan was last filed with the Securities and Exchange Commission (“SEC”) on January 3, 2007, as Exhibit 10.1 to the Company’s Current Report on Form 8-K. Details of Mr. Hernquist’s participation under the Group 3A Plan are contained in the Company’s proxy statement for the 2007 annual meeting of stockholders, filed with the SEC on March 16, 2007, except that Mr. Hernquist will receive payment of his base salary component in a lump-sum upon separation from service as opposed to payment over a period of two years as described in the proxy statement. This change is one of several minor amendments to the Group 3A Plan adopted by the Company’s Board of Directors in October 2007 in response to the adoption of final regulations under Section 409A of the Internal Revenue Code.

A copy of the Company’s press release is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits

99.1 The Hershey Company Press Release dated November 30, 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: December 5, 2007

THE HERSHEY COMPANY

By: /s/ Burton H. Snyder
Burton H. Snyder,
Senior Vice President,
General Counsel and Secretary

EXHIBIT INDEX

Exhibit No.

Description

99.1

The Hershey Company Press Release dated November 30, 2007

**Thomas K. Hernquist, Senior Vice President, Global Chief Growth Officer,
Resigns from The Hershey Company**

HERSHEY, Pa., Nov. 30, 2007 — The Hershey Company (NYSE: HSY) today announced that Thomas K. Hernquist, Senior Vice President, Global Chief Growth Officer, has resigned from the company, effective December 31, 2007. Hernquist plans to work on ventures that leverage strategic consumer insights and innovation.

“I want to thank Tom for his numerous contributions to The Hershey Company,” said Richard H. Lenny, Chairman and Chief Executive Officer, The Hershey Company. “In his early years here, Tom provided much-needed leadership to Hershey’s marketing efforts by building new capabilities and strengthening our marketplace performance. More recently, Tom has worked to develop our new product platforms and accelerated the growth in Hershey’s premium and dark chocolate portfolios. He’s brought a tremendous passion to continuing our heritage of making a difference in the community and in leading industry efforts to drive positive change in the world’s cocoa-growing regions.”

Hernquist joined Hershey in 2003 as Senior Vice President, Chief Marketing Officer, where he led the growth in Hershey’s core brands and overall confectionery portfolio in North America. Prior to his current position, Hernquist was Senior Vice President, President U.S. Confectionery.

He joined Hershey from Fortune Brands where he served as Senior Vice President, Global Marketing, with responsibility for the company’s distilled spirits business. He has served as Senior Vice President of Marketing for Nabisco’s Biscuit Division and Vice President and General Manager, Entenmann’s, a unit of CPC International. He began his marketing career at Frito-Lay, Inc. Hernquist is also on the Executive Committee of the American Marketing Association and serves on the board of directors of Bon Ton.

“Hershey is a truly unique company with outstanding brands, deeply committed employees and a rich heritage of giving to the community,” Hernquist said. “I’m grateful to have worked with such outstanding people and brands. I’m also proud of the many accomplishments that we have achieved, from driving strategic ventures into premium and dark chocolate, developing innovative platforms and creating the Hershey Center for Health and Nutrition. I have been honored to have played a leadership role in the company’s active commitment to social responsibility across the globe and within our local communities. I want to thank the Hershey Executive Team and the many talented and dedicated people I have worked with at this company and in the Hershey community.”

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 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.

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