

TACKA DAVID W  
Form 4  
May 23, 2012

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
TACKA DAVID W

(Last) (First) (Middle)  
100 CRYSTAL A DRIVE  
(Street)

HERSHEY, PA 17033

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
HERSHEY CO [HSY]

3. Date of Earliest Transaction (Month/Day/Year)  
05/21/2012

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
VP CAO

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	(A) or (D)	5. Amount or Price	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common Stock	05/21/2012		M	11,000	A	\$ 52.3	33,329.914	D	
Common Stock	05/21/2012		S	11,000	D	\$ 67.4	22,329.914	D	
Common Stock	05/22/2012		M	1,200	A	\$ 61.7	23,529.914	D	
Common Stock	05/22/2012		S	1,200	D	\$ 68	22,329.914	D	
Common Stock	05/22/2012		M	500	A	\$ 61.27	22,829.914	D	

Edgar Filing: TACKA DAVID W - Form 4

Common Stock	05/22/2012	S	500	D	\$ 68	22,329.914	D	
Common Stock	05/22/2012	M	5,375	A	\$ 54.68	27,704.914	D	
Common Stock	05/22/2012	S	5,375	D	\$ 68	22,329.914 (1)	D	
Common Stock						5,914.896 (2)	I	401(k) Plan

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**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 control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)	Amount or Number of Shares
Non-qualified Stock Option (Right to Buy)	\$ 52.3	05/21/2012		M	11,000	(3) 02/15/2016	Common Stock	11,000
Non-qualified Stock Option (Right to Buy)	\$ 61.7	05/22/2012		M	1,200	(4) 02/14/2015	Common Stock	1,200
Non-qualified Stock Option (Right to Buy)	\$ 61.27	05/22/2012		M	500	(5) 04/17/2015	Common Stock	500
Non-qualified Stock Option (Right to Buy)	\$ 54.68	05/22/2012		M	5,375	(6) 04/22/2017	Common Stock	5,375

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

TACKA DAVID W  
100 CRYSTAL A DRIVE  
HERSHEY, PA 17033

VP CAO

## Signatures

David W. Tacka                      05/23/2012

    Signature of  
Reporting Person

Date

## Explanation of Responses:

- \* 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).
- (1) The total amount of securities reported as directly owned by the reporting person has been adjusted to include the acquisition of 2.2494 shares on March 15, 2012, pursuant to the Company's Dividend Reinvestment Plan.  
  
The total amount of securities reported as indirectly owned by the reporting person includes 50.523 shares acquired from March 6, 2012 through April 30, 2012, pursuant to the Company's 401(k) Plan ("Plan"). The information is based on a report dated May 1, 2012, provided by the Plan Trustee.
- (2) The options vest according to the following schedule: 25% vested on February 16, 2007, 25% vested on February 16, 2008, 25% vested on February 16, 2009 and 25% vested on February 16, 2010.
- (3) The options vest according to the following schedule: 25% vested on February 15, 2006, 25% vested on February 15, 2007, 25% vested on February 15, 2008 and 25% vested on February 15, 2009.
- (4) The options vest according to the following schedule: 25% vested on April 18, 2006, 25% vested on April 18, 2007, 25% vested on April 18, 2008 and 25% vested on April 18, 2009.
- (5) The options vest according to the following schedule: 25% vested on April 23, 2008, 25% vested on April 23, 2009, 25% vested on April 23, 2010 and 25% vested on April 23, 2011.
- (6)

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.