

- 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 October 13, 2016, John P. Bilbrey, Chairman, President and Chief Executive Officer of The Hershey Company (the “Company”), informed the Company’s Board of Directors (the “Board”) of his intention to retire as President and Chief Executive Officer effective July 1, 2017. Mr. Bilbrey will continue to serve as non-executive chairman of the Board following his retirement from the Company.

The Board has appointed a special committee to direct the search for Mr. Bilbrey’s replacement. The committee will review internal and external candidates with assistance from Egon Zehnder, a leading executive search firm.

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 hereunto duly authorized.

THE HERSHEY COMPANY

Date: October 14, 2016

By: /s/ Leslie M. Turner
Leslie M. Turner
Senior Vice President, General Counsel and Secretary