

Azzara C Daniel
 Form 3
 December 19, 2007

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 * | | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol | |
| Â Azzara C Daniel | | (Month/Day/Year) | HERSHEY CO [HSY] | |
| (Last) | (First) | (Middle) | 12/10/2007 | |
| HERSHEY FOODS CORPORATION,Â 100 CRYSTAL A DRIVE | | | 4. Relationship of Reporting Person(s) to Issuer | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| (Street) | (Check all applicable) | | | |
| | <input type="checkbox"/> Director | <input type="checkbox"/> 10% Owner | 6. Individual or Joint/Group Filing(Check Applicable Line) | |
| | <input checked="" type="checkbox"/> Officer | <input type="checkbox"/> Other | <input checked="" type="checkbox"/> Form filed by One Reporting Person | |
| | VP, Global Research & Develop | | <input type="checkbox"/> Form filed by More than One Reporting Person | |
| HERSHEY,Â PAÂ 17033 | | | | |
| (City) | (State) | (Zip) | | |

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 | 18,065 | D | Â |
| Common Stock | 2,229.08 | I | 401(k) Plan |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

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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 | 4. Conversion or Exercise | 5. Ownership Form of | 6. Nature of Indirect Beneficial Ownership |
|--|--|--|---------------------------|----------------------|--|
|--|--|--|---------------------------|----------------------|--|

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| | Date Exercisable | Expiration Date | (Instr. 4) Title | Amount or Number of Shares | Price of Derivative Security | Derivative Security: Direct (D) or Indirect (I) (Instr. 5) | (Instr. 5) |
|---|------------------|-----------------|---------------------|----------------------------|------------------------------|--|------------|
| Non-Qualified Stock Option (right to buy) | Â (1) | 06/27/2014 | Common Stock | 3,200 | \$ 45 | D | Â |
| Non-Qualified Stock Option (right to buy) | Â (1) | 01/13/2010 | Common Stock | 7,000 | \$ 22.5 | D | Â |
| Non-Qualified Stock Option (right to buy) | Â (1) | 02/02/2013 | Common Stock | 8,700 | \$ 32.25 | D | Â |
| Non-Qualified Stock Option (right to buy) | Â (1) | 06/18/2013 | Common Stock | 2,000 | \$ 36.09 | D | Â |
| Non-Qualified Stock Option (right to buy) | Â (1) | 02/15/2016 | Common Stock | 10,450 | \$ 52.3 | D | Â |
| Non-Qualified Stock Option (right to buy) | Â (1) | 04/22/2017 | Common Stock | 12,600 | \$ 54.68 | D | Â |
| Non-Qualified Stock Option (right to buy) | Â (1) | 02/14/2015 | Common Stock | 18,500 | \$ 61.7 | D | Â |
| Non-Qualified Stock Option (right to buy) | Â (1) | 01/21/2012 | Common Stock | 9,500 | \$ 34.655 | D | Â |
| Non-Qualified Stock Option (right to buy) | Â (1) | 02/01/2014 | Common Stock | 13,600 | \$ 37.755 | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|---------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Azzara C Daniel HERSHEY FOODS CORPORATION 100 CRYSTAL A DRIVE HERSHEY, PA 17033 | Â | Â | Â VP, Global Research & Develop | Â |

Signatures

C. Daniel
Azzara

12/14/2007

**Signature of
Reporting Person

Date

Explanation of Responses:

* 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).

Options vest according to the following schedule: 25% vest on the first anniversary of the grant date, an additional 25% vest on the (1) 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.

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Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.
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