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HERSHEY CO Form 8-K April 26, 2011

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549	
FO	DRM 8-K
CURRE	ENT REPORT
Pursuant to Sect Securities Exchange Act of 1934	tion 13 or 15(d) of the
•	pril 26, 2011 e of earliest event reported)
	ershey Company ant as specified in its charter)
	Delaware sdiction of incorporation)
1-183 (Commission File Number)	23-0691590 (IRS Employer Identification No.)
•	Hershey, Pennsylvania 17033 xecutive Offices) (Zip Code)
Registrant's telephone number, i	including area code: (717) 534-4200
Check the appropriate box below if the Form the filing obligation of the registrant under a	n 8-K filing is intended to simultaneously satisfy ny of the following provisions:
[]Written communications pursua 230.425)	ant to Rule 425 under the Securities Act (17 CFR
[]Soliciting material pursuant to I 240.14a-12)	Rule 14a-12 under the Exchange Act (17 CFR
[]Pre-commencement communication	ations pursuant to Rule 14d-2(b) under the

[]Pre-commencement communications pursuant to Rule 13e-4(c) under the

Exchange Act (17 CFR 240.14d-2(b))

Exchange Act (17 CFR 240.13e-4(c))

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INFORMATION TO BE INCLUDED IN REPORT

Item 2.02 Results of Operations and Financial Condition

On April 26, 2011, The Hershey Company ("the Company") announced sales and earnings for the first quarter of 2011. A copy of the Company's press release is attached hereto as Exhibit 99.1 and incorporated herein by reference.

The information in this Current Report, including the Exhibit, shall not be deemed "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liabilities under that Section, and shall not be incorporated by reference into any registration statement or other document filed under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such filing.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits

99.1 Press Release dated April 26, 2011

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Company has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date: April 26, 2011

THE HERSHEY COMPANY

By: /s/ Humberto P. Alfonso Humberto P. Alfonso Senior Vice President, Chief Financial Officer

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EXHIBIT INDEX

Exhibit No. Description

99.1 The Hershey Company Press Release dated April 26,

2011