

LITTLE PATRICIA A
Form 4
February 26, 2019

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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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 *
LITTLE PATRICIA A

(Last) (First) (Middle)
19 E. CHOCOLATE AVENUE
(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)
02/25/2019

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)
SVP, Chief Financial Officer

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)	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)
			Code	V	Amount	(D)	Price
Common Stock	02/25/2019		S		724	D	\$ 109.403 (1)
Common Stock	02/25/2019		M		8,071	A	\$ 90.39 44,120
Common Stock	02/25/2019		S		8,071	D	\$ 109.284 (2)
Common Stock	02/25/2019		M		5,434	A	\$ 107.95 41,483
	02/25/2019		S		5,434	D	36,049

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Common Stock					\$			
					109.325			
					<u>(3)</u>			
Common Stock	02/25/2019		M	5,550	A	\$ 99.9	41,599	D
Common Stock	02/25/2019		S	5,550	D	\$ 109.269	36,049	D
						<u>(4)</u>		

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

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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 Securities (Instr. 3 and 4)	Amount or Number of Shares
Non-qualified Stock Option (Right to Buy)	\$ 90.39	02/25/2019		M	8,071	<u>(5)</u> 02/15/2026	Common Stock	8,071
Non-qualified Stock Option (Right to Buy)	\$ 107.95	02/25/2019		M	5,434	<u>(6)</u> 02/21/2027	Common Stock	5,434
Non-qualified Stock Option (Right to Buy)	\$ 99.9	02/25/2019		M	5,550	<u>(7)</u> 02/19/2028	Common Stock	5,550

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LITTLE PATRICIA A 19 E. CHOCOLATE AVENUE			SVP, Chief Financial Officer	

HERSHEY, PA 17033

Signatures

/s/ James Turoff, Agent for Patricia A.

Little

02/26/2019

__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).

This reflects the weighted average price for the shares, which were sold in multiple transactions at prices that ranged from \$109.388 to
(1) \$109.428. Upon the request of the SEC staff, the issuer or a security holder of the issuer, the reporting person undertakes to provide information regarding the number of shares sold at each separate price.

This reflects the weighted average price for the shares, which were sold in multiple transactions at prices that ranged from \$109.175 to
(2) \$109.515. Upon the request of the SEC staff, the issuer or a security holder of the issuer, the reporting person undertakes to provide information regarding the number of shares sold at each separate price.

This reflects the weighted average price for the shares, which were sold in multiple transactions at prices that ranged from \$109.230 to
(3) \$109.515. Upon the request of the SEC staff, the issuer or a security holder of the issuer, the reporting person undertakes to provide information regarding the number of shares sold at each separate price.

This reflects the weighted average price for the shares, which were sold in multiple transactions at prices that ranged from \$109.160 to
(4) \$109.400. Upon the request of the SEC staff, the issuer or a security holder of the issuer, the reporting person undertakes to provide information regarding the number of shares sold at each separate price.

(5) The options vest according to the following schedule: 25% vested on February 16, 2017, 25% vested on February 16, 2018, 25% vested on February 16, 2019 and 25% will vest on February 16, 2020.

(6) The options vest according to the following schedule: 25% vested on February 21, 2018, 25% vested on February 21, 2019, 25% will vest on February 21, 2020 and 25% will vest on February 21, 2021.

(7) The options vest according to the following schedule: 25% vested on February 19, 2019, 25% will vest on February 19, 2020, 25% will vest on February 19, 2021 and 25% will vest on February 19, 2022.

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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