

INFORMATION TO BE INCLUDED IN REPORT

Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers;
Compensatory Arrangements of Certain Officers

On September 2, 2008, The Hershey Company (“Company”) announced that its Board of Directors (“Board”) increased the size of the Board from nine to ten members and elected David L. Shedlarz a director, effective August 29, 2008. Mr. Shedlarz will serve on the Audit Committee.

Mr. Shedlarz will be compensated for his service on the Board in accordance with the Company’s Directors’ Compensation Plan. There are no transactions that require disclosure pursuant to Item 404(a) of Regulation S-K as a result of the election of Mr. Shedlarz to the Board.

A copy of the Company’s press release is filed herewith as Exhibit 99.1.

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: September 3, 2008

THE HERSHEY COMPANY

By: /s/ Burton H. Snyder
Burton H. Snyder,
Senior Vice President,
General Counsel and Secretary

EXHIBIT INDEX

Exhibit No.	Description
99.1	The Hershey Company Press Release dated September 2, 2008
