

HERSHEY CO  
Form 4  
April 20, 2017

**FORM 4**

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

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
*See Instruction*  
1(b).

**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

## OMB APPROVAL

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Idrovo Javier H

(Last) (First) (Middle)

100 CRYSTAL A DRIVE

(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)

04/18/2017

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_\_\_X\_\_\_\_ Officer (give title below) \_\_\_\_ Other (specify below)

VP, Chief Accounting Officer

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_\_\_X\_\_\_\_ 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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------|
|                                 |                                      |                                                    | Code                           | V                                                                 | Amount                                                                                        | (A) or (D)                                               | Price                             |
| Common Stock                    | 04/18/2017                           |                                                    | M                              |                                                                   | 4,496                                                                                         | A                                                        | \$ 81.73                          |
| Common Stock                    | 04/18/2017                           |                                                    | S <sup>(1)</sup>               |                                                                   | 4,496                                                                                         | D                                                        | \$ 110                            |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |
|                                 |                                      |                                                    |                                |                                                                   |                                                                                               |                                                          |                                   |

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

**Persons who respond to the collection of  
information contained in this form are not  
required to respond unless the form  
displays a currently valid OMB control  
number.**

SEC 1474  
(9-02)

# Edgar Filing: HERSHEY CO - Form 4

**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 (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)  | \$ 81.73                                               | 04/18/2017                           |                                                    | M                              | 4,496                                                                          | (2) 02/18/2023                                           | Common Stock                                                  | 4,496                      |

## Reporting Owners

| Reporting Owner Name / Address                              | Relationships |           |                              |       |
|-------------------------------------------------------------|---------------|-----------|------------------------------|-------|
|                                                             | Director      | 10% Owner | Officer                      | Other |
| Idrovo Javier H<br>100 CRYSTAL A DRIVE<br>HERSHEY, PA 17033 |               |           | VP, Chief Accounting Officer |       |

## Signatures

/s/ Javier H. Idrovo 04/19/2017

\_\_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).
- (1) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on August 31, 2016.
- (2) The options vested according to the following schedule: 25% vested on February 19, 2014, 25% vested on February 19, 2015, 25% vested on February 19, 2016 and 25% vested on February 19, 2017.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.