## Edgar Filing: HERSHEY CO - Form 4

HERSHEY (	CO										
Form 4	017										
January 03, 2										PROVAL	
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							COMMISSION	OMB OMB Number:	3235-0287		
Check this box if no longer subject to Section 16. Section 16.				IGES IN SECUR		CIAL	OWN	NERSHIP OF	Expires: January 31, 2005 Estimated average burden hours per		
Form 4 o Form 5 obligation may cont <i>See</i> Instru 1(b).	Filed p ns Section 1	7(a) of the	Public U	tility Hold		bany A	Act of	e Act of 1934, 1935 or Section 0	response	0.5	
(Print or Type I	Responses)										
SHEDLARZ DAVID L Symbol			er Name <b>and</b> Ticker or Trading HEY CO [HSY]				5. Relationship of Reporting Person(s) to Issuer				
(Last)	(First)					(Check all applicable)					
(Month/				Day/Year)				X Director 10% Owner Officer (give title Other (specify below) below)			
			endment, Date Original onth/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person				
HERSHEY,	, PA 17033							•	ore than One Rep		
(City)	(State)	(Zip)	Tabl	le I - Non-E	Derivative So	ecuriti	es Aca	uired, Disposed of	. or Beneficiall	v Owned	
1.Title of Security (Instr. 3)	2. Transaction D (Month/Day/Yea	ar) Execution any		3.	4. Securitie or(A) or Disp (Instr. 3, 4) Amount	s Acqu osed c	uired of (D)	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	
Common Stock	01/01/2017			А	362.249	А	\$0	19,389.1933	D <u>(1)</u>		

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.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	4. Transactic Code (Instr. 8)	ionNumber Expirati of (Month/			ate	e Amount of		8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owno Follo Repo Trans (Instr
			Code V	<i>,</i>	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

## **Reporting Owners**

Reporting Owner Name / Address	Relationships							
Reporting O when I tunie / I turi ess	Director	10% Owner	Officer	Other				
SHEDLARZ DAVID L 100 CRYSTAL A DRIVE HERSHEY, PA 17033	Х							
Signatures								
/s/ James Turoff, Agent for Da Shedlarz	01/03/2017							
**Signature of Reporting Perso	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).

The total amount of securities reported as directly owned in Column 5 includes 117.0104 shares acquired on December 15, 2016,

(1) pursuant to a dividend reinvestment feature of the Company's Directors' Compensation Plan, the provisions of which are substantially similar to the dividend reinvestment features of the broad-based dividend reinvestment plan available generally to Company stockholders.

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.