



- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 7.01. Regulation FD Disclosure.

On June 30, 2016, The Hershey Company (the "Company") confirmed that it had received a preliminary, non-binding indication of interest from Mondelēz International ("Mondelēz") to acquire the Company for a mix of cash and stock consideration, totaling \$107 a share of Hershey common stock. The indication of interest also included other non-monetary considerations.

The Company's Board of Directors, after receiving input from the Company's management and its outside financial and legal advisors, carefully evaluated the indication of interest. Following this review, the Board of Directors of the Company unanimously rejected the indication of interest and determined that it provided no basis for further discussion between Mondelēz and the Company.

SIGNATURES

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

THE HERSHEY COMPANY

Date: June 30, 2016

By: /s/ Patricia A.  
Little  
Patricia A. Little  
Senior Vice President, Chief  
Financial Officer