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## 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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940 OMB APPROVAL
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1. Name and Address of Reporting Person* <u>SCHLOSBERG HILTON H</u>					er Name <b>and</b> Ticke ster Beverage					5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner						
(Last) 1 MONSTER W	(First) /AY	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 03/14/2014								X Officer (give title Other (specify below) below) Vice Chairman and President					
(Street)			4. If Amendment, Date of Original Filed (Month/Day/Year)								6. Individual or Joint/Group Filing (Check Applicable Line)					
CORONA	CA	92879										X Form filed by One Reporting Person				
(City) (State) (Zip)											Form filed by More than One Reporting Person					
		Table I - No	n-Deriva	ative S	Securities Acq	uired	, Dis	posed of,	or Ben	efic	ially	Owned				
1. Title of Security (Instr. 3)			2. Transad Date (Month/Da		2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) Disposed Of (D) (Instr. 3, 4 5)			nd	5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
						Code V		Amount	ount (A) or (D) Pri		Transation(a)					
Common Stock												1,089,412	D			
Common Stock												1,881,856	I	By Brandon Limited Partnership No. 1 <sup>(1)</sup>		
Common Stock												9,815,648	I	By Brandon Limited Partnership No. 2 <sup>(1)</sup>		
Common Stock												4	I	By HRS Holdings, L.P. <sup>(1)</sup>		
Common Stock												4	I	By Hilrod Holdings, L.P. <sup>(1)</sup>		
Common Stock												184,924	I	By Hilrod Holdings IV, L.P. <sup>(1)</sup>		
Common Stock												71,428	Ι	By Hilrod Holdings V, L.P. <sup>(1)</sup>		
Common Stock												257,900	I	By Hilrod Holdings VI, L.P. <sup>(1)</sup>		
Common Stock												40,072	I	By Hilrod Holdings VII, L.P. <sup>(1)</sup>		
Common Stock												189,528	I	By Hilrod Holdings VIII, L.P. <sup>(1)</sup>		
Common Stock												453,740	I	By Hilrod Holdings IX, L.P. <sup>(1)</sup>		
Common Stock												92,332	I	By Hilrod Holdings X, L.P. <sup>(1)</sup>		
Common Stock												168,414	I	By Hilrod Holdings XI, L.P. <sup>(1)</sup>		

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1. Title of Security (Instr. 3)			2. Transaction Date (Month/Day/Year)			2A. Deemed Execution Date, if any (Month/Day/Year)		Code (Instr			ties Acquire I Of (D) (Ins		5. Amount of Securities Beneficially Owned Follo Reported		Form: Di (D) or Inc		. Nature of ndirect eneficial ownership	
									Code	v	Amount	(A) o (D)	Price	Reported Transaction(s) (Instr. 3 and 4)		(In		nstr. 4)
Common Stock														170,35	56	I	: 1	By Hilrod Holdings KII, L.P. <sup>(1)</sup>
Common Stock														30,06	8	I	:  :	By RCS 2008 GRAT #2 <sup>(1)</sup>
Common Stock			12/31/2013				G <sup>(2)</sup>	v	46,66	0 D	\$0	102,828		B I		By RCS Direct 2011 GRAT <sup>(1)</sup>		
			Table II ·									i, or Ber ible sec	eficially C urities)	Owned				
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution D if any (Month/Day/	ate, Tr	Transaction D Code (Instr. S 8) A 0		Derivative E		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported		10. Ownersh Form: Direct (D) or Indirec (I) (Instr.	Beneficial Ownershi t (Instr. 4)	
				c	code	v	(A)		Date Exercisabl		kpiration ate	Title	Amount or Number of Shares		Transaction(s) (Instr. 4)			
Employee Stock Option (right to buy)	\$3.294								(3)	03	8/23/2015	Common Stock	2,400,000	1,9		1,904,890		
Employee Stock Option (right to buy)	<b>\$</b> 8.435								(3)	11	1/11/2015	Common Stock	1,200,000		960,000		D	
Employee Stock Option (right to buy)	\$15.86								(3)	06	5/02/2018	Common Stock	800,000	320		326,304 D		
Employee Stock Option (right to buy)	\$17.82								(4)	12	2/01/2019	Common Stock	500,000		300	1,000	D	
Employee Stock Option (right to buy)	\$53.96								(5)	00	6/03/2023	Common Stock	210,000		210	1,000	D	
Employee Stock Option (right to buy)	\$70.06	03/14/2014			A		210,000		(6)	03	3/14/2024	Common Stock	210,000	\$0	210	1,000	D	
Restricted Stock Units	(7)								(8)		(9)	Common Stock	261,000		87,	,000	D	

## Explanation of Responses:

1. The reporting person is one of the general partners of each of Brandon Limited Partnership No. 1, Brandon Limited Partnership No. 2, HRS Holdings, L.P., Hilrod Holdings, L.P., Hilrod Holdings IV, L.P., Hilrod Holdings VI, L.P., Hilrod Holdings XI, L

2. Reflects the transfer of shares as proceeds of in-kind annuity payments from such grantor retained annuity trust to Rodney C. Sacks.

3. The options are currently vested.

4. The options are currently vested with respect to 200,000 shares. The remaining options vest on December 1, 2014.

5. The options vest in three equal installments on June 3, 2014, 2015 and 2016.

6. Granted March 14, 2014 pursuant to the Company's 2011 Omnibus Incentive Plan (which is a Rule 16b-3(d)(1) plan) and Equity Grant Procedures. The options vest in three equal installments on March 14, 2015, 2016 and 2017.

7. The restricted stock units were granted under the Monster Beverage Corporation 2011 Omnibus Incentive Plan. Each restricted stock unit represents a contingent right to receive one share of the Company's common stock as of the vesting date.

8. The remaining restricted stock units vest on September 1, 2014.

9. Not applicable.

Remarks:

Hilton H. Schlosberg

\*\* Signature of Reporting Person

<u>03/17/2014</u> Date

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

 $\ast$  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).

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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