FORM 3

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL							
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Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

	ddress of Reportir	2. Date of Event Requiring Stater (Month/Day/Yea 03/30/2004	ment	3. Issuer Name and Ticker or Trading Symbol HANSEN NATURAL CORP [HANS]								
(Last) (First) (Middle) HANSEN NATURAL CORP.					Relationship of Reporting Pers (Check all applicable) Director		10% Owner		5. If Amendment, Date of Original Filed (Month/Day/Year)			
1010 RAILF	ROAD STREET			X	Officer (give title below)	Other (specify below)		6. Individual or Joint/Group Filing (Check Applicable Line)				
(Street) CORONA CA 92882			VF		VP, Hansen Beverage	Company	Company		X Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)	(State)	(Zip)										
			Table I - Nor	n-Derivat	tive Se	ecurities Beneficiall	ly Owned	·				
1. Title of Security (Instr. 4)					2. Amount of Securities Beneficially Owned (Instr. 4)		3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)		4. Nature of Indirect Beneficial Ownership (Instr. 5)			
Common Stock						2,115	D					
						urities Beneficially ptions, convertible		5)				
1. Title of Derivative Security (Instr. 4)			2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securitie Underlying Derivative Security		ty (Instr. 4) Conve		cise	5. Ownership Form:	6. Nature of Indirect Beneficial Ownership (Instr. 5)	
			Date Exercisable	Expiration Date	n Title		Amount or Number of Shares	Price of Derivati Security	ive	Direct (D) or Indirect (I) (Instr. 5)		
Employee Sto	ock Option (rig	ht to buy)	(1)	02/02/2005	5	Common Stock	10,000	4.25	5	D		
Employee Sto	ock Option (rig	ht to buy)	(2)	07/12/2012	2	Common Stock	10,000	3.57	7	D		
Employee Sto	ock Option (rig	ht to buy)	(3)	01/15/2014	4	Common Stock	25,000	8.15	5	D		

Explanation of Responses:

- 1. Granted February 2, 1999 pursuant to the Company's Stock Option Plan (which is a Rule 16b-3(d)(1) plan). The option is currently exercisable with respect to all 10,000 shares.
- 2. Granted July 12, 2002 pursuant to the Company's 2001 Stock Option Plan (which is a Rule 16b-3(d)(1) plan). The option is currently exercisable with respect to 2,000 shares and vests annually on July 12 in installments of 2,000 shares.
- $3. \ Granted \ January\ 15,\ 2004\ pursuant\ to\ the\ Company's\ 2001\ Stock\ Option\ Plan\ (which\ is\ a\ Rule\ 16b-3(d)(1)\ plan).\ The\ option\ vests\ annually\ beginning\ January\ 15,\ 2005\ in\ installments\ of\ 5,000\ shares.$

Thomas J. Kelly

04/07/2004

** Signature of Reporting Person

Date

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

- * If the form is filed by more than one reporting person, see Instruction 5 (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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