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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, DC 20549

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): **December 11, 2006**

**Hansen Natural Corporation**

(Exact name of registrant as specified in its charter)

**Delaware**

(State or other jurisdiction of incorporation)

**0-18761**

(Commission File Number)

**39-1679918**

(IRS Employer Identification No.)

**1010 Railroad Street  
Corona, California 92882**

(Address of principal executive offices and zip code)

**(951) 739 - 6200**

(Registrant's telephone number, including area code)

N/A

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - 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

The Chairman of the Company will deliver presentations on December 11, 2006 at the Beverage Digest Conference at the Grand Hyatt Hotel in New York City, New York and on December 14, 2006 at the Citigroup Conference Center in New York City, New York. A copy of the slides that will be used in the presentations is furnished as Exhibit 99.1 hereto.

Item 9.01 Financial Statements and Exhibits

(c) Exhibits.

The following exhibit is furnished herewith:

Exhibit 99.1 Presentation

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.

Hansen Natural Corporation

Date: December 11, 2006

/s/Hilton H. Schlosberg

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Hilton H. Schlosberg  
Vice Chairman of the Board of Directors,  
President and Chief Financial Officer



**HANSEN NATURAL CORPORATION**  
**DECEMBER 2006**

This material contains certain “forward-looking” statements. These statements are based on management’s current expectations and are naturally subject to uncertainty and changes in circumstances. Actual results may vary materially from the expectations contained herein and readers/listeners are cautioned not to place undue reliance on any forward-looking comments. For a review of specific risk factors, please refer to our statements filed at the Securities and Exchange Commission. Hansen Natural Corporation undertakes **no** obligation to update or alter its forward-looking statements, whether as a result of new information, future events or otherwise.

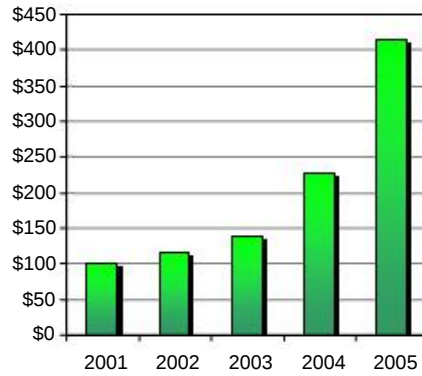


- Hansen's is a 70 year old trusted brand that stands for high quality, "better for you" natural beverages.
- Hansen's formulates and markets unique premium beverages at the forefront of consumer trends.
- Hansen's enjoys leadership positions across several categories, including the natural soda and energy categories.

## INTRODUCTION, CONT'D.



Gross Annual Sales (millions)



Since 2001, Hansen's has enjoyed an annual growth rate of 43.6% compounded through 2005.

In 2005, Hansen's continued its upward growth trend.

- Gross sales (net of discounts and returns) grew 85.4% from \$224.1 million in 2004 to \$415.4 million in 2005.
- Net income grew 207.9% from \$20.4 million in 2004 to \$62.8 million in 2005

In the first nine months of 2006

- Gross sales (net of discounts and returns) grew 73.7% from \$301.8 million in the first nine months of 2005 to \$524.4 million in the first nine months of 2006.

Gross sales of Monster Energy drinks from January 1, 2006 hit \$500 million milestone in November.



# FINANCIAL PERFORMANCE

Hansen's continues to enjoy excellent operating performance, with continuing growth.  
The Company's operating results are summarized below:

Years Ending December 31,

(Millions, except per share data)

	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>YTD</u> <u>9/30/06</u>
Gross Sales, net of discounts/returns*	\$ 112.9	\$ 135.7	\$ 224.1	\$ 415.4	\$524.4
Net Sales	92.0	110.4	180.3	348.9	454.3
Cost of Sales	58.8	66.6	96.9	166.3	218.3
Gross Profit	33.2	43.8	83.5	182.5	236.0
Operating Income	\$ 5.3	\$ 9.8	\$ 33.9	\$ 103.4	
Net Income after Taxes	\$ 3.0	\$ 5.9	\$ 20.4	\$ 62.8	
Diluted Net Income Per Common Share, as adjusted for 2:1 stock split in 2005 and 4:1 stock split in 2006	\$ 0.04	\$ 0.07	\$ 0.22	\$ 0.65	
Sales Growth (Net)	15.4%	20.0%	63.3%	93.5%	81.1%
					vs. YTD 9/30/05
Gross Margin (of Net Sales)	36.1%	39.7%	46.3%	52.3%	52.0%
Cases (Millions, 192 oz. equiv.)	17.6	20.4	29.8	48.2	55.3

\*Gross sales, although used internally by management as an indicator of operating performance, should not be considered as an alternative to net sales, which is determined in accordance with GAAP, and should not be used alone as an indicator of operating performance in place of net sales

- Hansen's is one of the leaders in the natural soda category in the U.S.
- Blue Sky is the leading natural soda in the health food category
- Sodas are all natural, no preservatives, caffeine free, and in the case of Hansen's, sodium free, with no artificial colors or flavors
- Hansen's soda brand has unlimited potential due to its premium natural positioning to secure large share of the otherwise flat CSD market through national expansion.
- Juices are enhanced with vitamins and/or calcium
- Hansen's 64 oz. apple juice is the #1 shelf-stable bottled juice in both Southern and Northern California. <sup>1</sup>
- Apple and blended juice WIC contracts provide expansive distribution in California and promotional opportunities, particularly to Hispanic demographics
- Hansen's Energy is now marketed through this division.

<sup>1</sup>Source: IRI-Dollar Sales- 12 weeks ending November 15, 2006-Southern and Northern California Grocery Over \$2 million annually

# CARBONATED



# HANSEN'S JUICES



Children's Multi-Vitamin Juices



- Energy drink market is the fastest growing segment of U.S. beverage industry.
- \$1.6 billion at wholesale in 2005. <sup>1</sup> In 2005, category grew more than 60% over 2004.<sup>1</sup> In first 10 months of 2006 category growth 48% (per Nielsen). <sup>2</sup>
- Monster is the fastest growing major energy brand in U.S. (per Nielsen).<sup>3</sup>
- Monster has highest sales per point in convenience channel in most major U.S. markets, excluding Red Bull (per Nielsen).<sup>3</sup>
- We believe that convenience channel represents 50%+ of total energy drink market.
- Lost is a key brand appealing to teenage/college consumer.
- Controlled label strategy.

<sup>1</sup> Source: Beverage Marketing Corporation

<sup>2</sup> Source: AC Nielsen-Total US – All Outlets Combined (excluding Wal-Mart)

<sup>3</sup> Source: AC Nielsen-Convenience Track Major Market 13 Weeks Ending 10/28/06





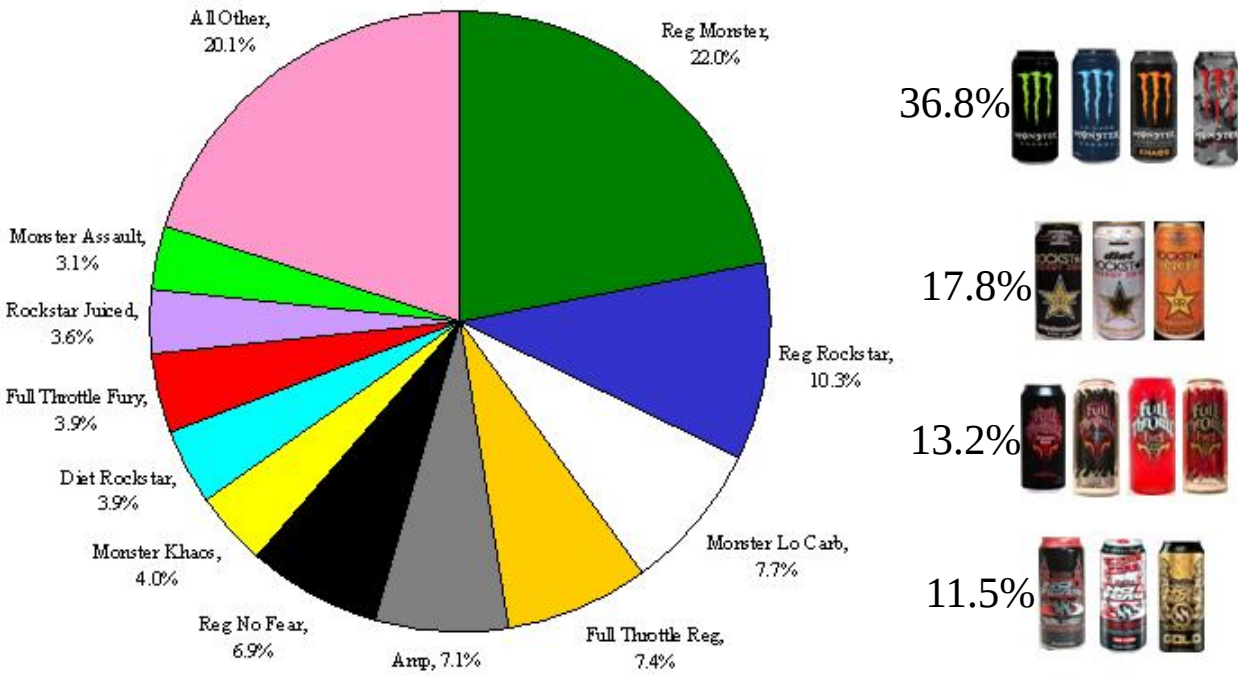
# CONTROLLED LABEL ENERGY DRINKS







# 16 OUNCE ENERGY DRINKS



Source: AC Nielsen Total US - Convenience Track Major Market Expansion 13 Weeks Ending 10/28/06

# U.S. ENERGY DRINK MARKET SHARES



Brand	\$ Share	Share Point Change vs YA
Red Bull	33.8	(6.4)
Monster	23.4	6.4
Rockstar	11.5	1.3
Full Throttle	6.5	0.5
No Fear	5.8	(1.4)
Amp	5.5	1.1
Adrenaline Rush	3	(1.7)
Lost	1	(0.1)
Von Dutch	0.4	0.4
All Other	9.1	

Source: AC Nielsen Total US - Convenience Track Major Market Expansion 13 Weeks Ending 10/28/06

# FOCUS ON MONSTER ENERGY

*Fastest Growing Energy Brand in the U.S.*

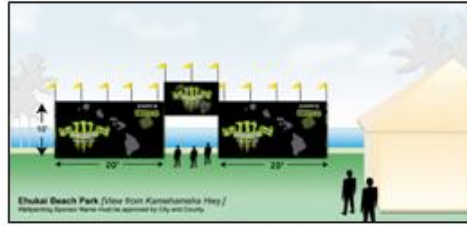
- Proven products with potential for even greater sales velocity and distribution through effective distribution system. System significantly boosted by Anheuser-Busch distribution arrangements. Such arrangements are in the process of being implemented.
- Significant convenience chain distribution gains.
- Aggressive, extreme marketing to youth-culture demographic. Examples include Pro-Circuit sponsorship, Monster team athletes, and Vans Warped Tour. Visit [www.monsterenergy.com](http://www.monsterenergy.com).
- Exclusive energy beverage vending rights on Las Vegas Monorail



- MX/SX is the pinnacle of Action Sports.
- Pro Circuit Racing is a well respected “perennial winner” with 14 championships in 15 years.
- Approximately one million spectators attended the 2006 MX/SX racing season.
- TV coverage - approximately 5 million plus viewers.



- Monster Energy Pro Presented by Billabong
- North Shore, Oahu, Hawaii
- World Famous Bonsai Pipeline
- ASP 4-star event, \$60,000 prize purse
- Billabong Hosted Web Cast





The Billabong XXL Award is won by the surfer who, by any means available, catches and successfully rides the single biggest wave of the year based on analysis of the available images.

- Billabong Biggest Wave Award
- Monster Biggest Paddle Wave Award
- Monster Tube of the Year Award





- Most popular, longest running Action Sports/Music Festival in the United States.
- MONSTER has been a sponsor for 3 years.
- 49 concert dates throughout U.S. and Canada.
- MONSTER is the “Official Energy Drink” of the Vans Warped Tour.





# LAS VEGAS MONSTER-RAIL

- Las Vegas is the “most visited city” in the world. Approximately 40-million people visit Las Vegas every year.
- The monorail connects the “Las Vegas Strip” to the Las Vegas Convention Center and will connect to the Fremont Street Experience and McCarran International Airport in due course.
- The Monster Train is the first corporate-sponsored train of the Las Vegas Monorail.
- Monster Energy Drink and Hansen’s Natural Soda exclusive vending rights at all monorail stations.



# CHANNEL MIX SUMMARY



- Hansen's beverages can be found in all major channels:

## Channel Mix Nine Months Ended September 30, 2005

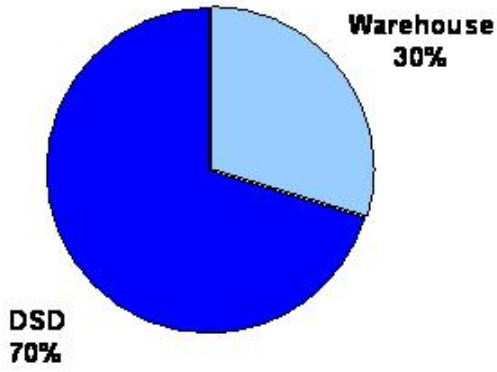


## Channel Mix Nine Months Ended September 30, 2006

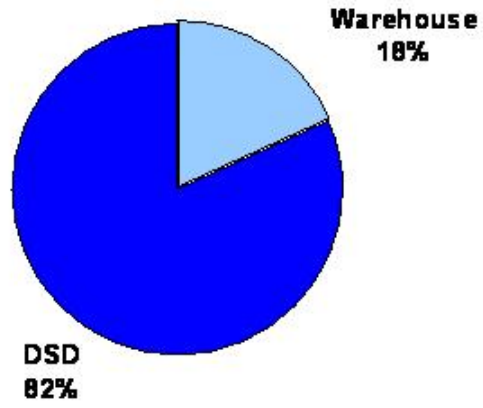


*Percentages of Gross Sales by Market Channel*

## Product Mix Nine Months Ended September 30, 2005

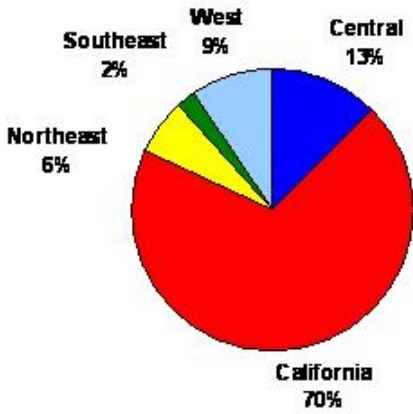


## Product Mix Nine Months Ended September 30, 2006

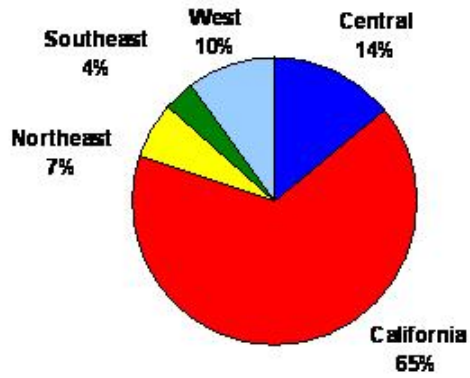


*Percentages of Gross Sales by Product Category*

## Geographic Mix Nine Months Ended September 30, 2005



## Geographic Mix Nine Months Ended September 30, 2006

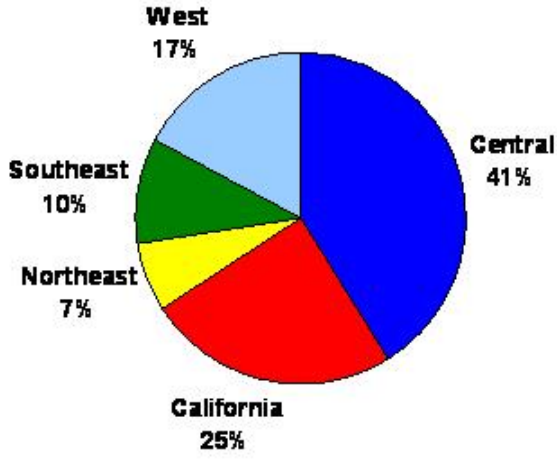


*Percentages of Warehouse Gross Sales by Region*

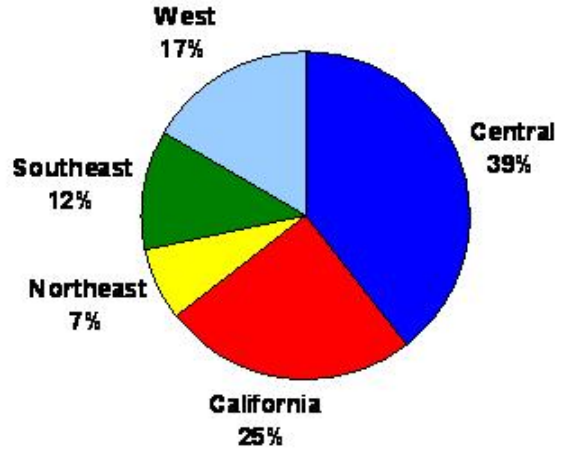
# GEOGRAPHIC MIX SUMMARY - DSD



## Geographic Mix Nine Months Ended September 30, 2005



## Geographic Mix Nine Months Ended September 30, 2006



*Percentages of DSD Gross Sales by Region*

## Four-Pronged Approach

- Grow existing brands
- Develop and launch new products / brands including:
  - Monster 24 oz. and 8 oz. cans*
  - Monster 4 packs and 8 packs*
  - Monster Khaos*
  - ...lost Five-O*
  - ...lost Perfect 10*
  - Rumba Energy Juice**
  - Joker Mad Energy**
  - Unbound**
  - Ace**
  - Others*
- Expand distribution
- Upgrade quality and penetration of existing distribution

- Hansen's continues to excel in its markets.
- The Hansen's brand is respected and trusted in the marketplace by an extremely loyal base of consumers.
- The premium healthier brand image enjoyed by Hansen's Natural Sodas offers unlimited opportunity to capture substantial additional share of the CSD market, through national distribution.
- Monster, Lost, Joker, Unbound, Ace, Hansen's Energy, Energade and Rumba provide an unparalleled platform to lead the energy category (together with Red Bull). In fact, as this category continues to grow, we believe that Hansen's portfolio is better positioned to address the broader, emerging consumer base than Red Bull or any of the competition.