

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 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 15, 2011**

**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.)

**550 Monica Circle Suite 201**

**Corona, California 92880**

(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))

**Item 7.01. Regulation FD Disclosure.**

On December 15, 2011, Rodney C. Sacks, Chairman and Chief Executive Officer, and Hilton H. Schlosberg, Vice Chairman, President and Chief Financial Officer, of Hansen Natural Corporation (the "Company") will host an investor meeting to discuss the Company's business and operations at the Harvard Club of New York. The Company's presentation will be open to all interested parties as a live webcast at approximately 4:15 p.m. Eastern Time on the Investor Relations page of Hansen Natural's web site at [www.hansens.com](http://www.hansens.com). A copy of the slides that will be used in the meeting are furnished as Exhibit 99.1 hereto.

**Item 9.01. Financial Statements and Exhibits.**

(d) Exhibits

The following exhibit is furnished herewith:

Exhibit 99.1 Presentation slides.

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 15, 2011

/s/ Hilton H. Schlosberg

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

# HANSEN NATURAL CORPORATION

December 15, 2011



# Safe Harbor Statement

Certain oral and written statements in this presentation and in response to questions are forward-looking statements for purposes of the safe harbor provisions of The Private Securities Litigation Reform Act of 1995, including statements in connection with or related to any discussion of or reference to our future operations, opportunities or financial performance. Management cautions that these statements are based on management's current knowledge and expectations and are subject to certain risks and uncertainties, many of which are outside of the control of the Company that could cause actual results and events to differ materially from the statements made herein. Such risks and uncertainties include, but are not limited to, the following: actual performance of the parties under the new distribution agreements; potential disruptions arising out of the transition of certain territories to new distributors; changes in sales levels by existing distributors; unanticipated costs incurred in connection with the termination of existing distribution agreements or the transition to new distributors; changes in consumer preferences; changes in demand due to economic conditions; activities and strategies of competitors; including the introduction of new products and competitive pricing and/or marketing of similar products; changes in the price and/or availability of raw materials; other supply issues, including the availability of products and/or suitable production facilities; product distribution and placement decisions by retailers; political, legislative or other government actions or events in one or more regions in which we operate. For a more detailed discussion of these and other risks please see the Company's reports filed with the Securities and Exchange Commission including our annual report on Form 10K filed on March 1, 2011 and our most recent Quarterly Reports on Form 10-Q, including the sections contained therein titled "Risk Factors" and "Forward Looking Statements," for discussion on specific risks and uncertainties that may affect our performance. The Company assumes no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise.

# Solid Financial Results



- 19 consecutive years of increased sales since acquisition of the Hansen beverage business in 1992.
- Achieved \$1.5 billion in gross sales in 2010.
- Net sales for the third quarter of 2011 increased to \$474.7 million, up 24.4% from the same time period last year. Net income for the third quarter of 2011 increased to \$82.4 million, up 23.9% from the same quarter last year.



# Energy Category Dynamics



Energy Drinks are the soft drinks of many generations ago.

At that time, soft drinks were innovative, they were cutting edge, they were cool, they were premium.....

that's all of what energy drinks are today.

## Historical (1)





A vintage black and white illustration of a woman in a long dress and a white headscarf, standing at a counter and drinking from a glass. A bottle of Coca-Cola is on the counter next to her. The illustration is framed in an ornate, Art Nouveau style.

AFTER A TIRING JOURNEY  
*DRINK*  
**Coca-Cola**  
*The SATISFACTORY BEVERAGE*  
It satisfies the thirst; pleases the palate. Relieves fatigue quickly and naturally. Puts vim and go into tired brain and bodies. Delicious—cooling—refreshing.  
Sold everywhere 5 cents

Guaranteed under the Pure Food and Drugs Act, June 30th, 1906, Serial Number 3324.

Don't forget to mention The Pacific Monthly when dealing with advertisers. It will be appreciated.



## Historical (3)



## Historical (4)



Any powerful drug, such as caffeine is acknowledged to be, should not be offered indiscriminately to the public in other than its natural condition, and certainly not without the knowledge of the consumer

In this 1912 Good Housekeeping cartoon, Harvey Wiley warns a gullible public against the gremlins of indigestion, nervousness, and addiction lurking in Coca-Cola.



## The Convenience Store Beverage Category 2010

2010

	Vol Share%	Share +/-	\$ Share%	\$Share +/-
CSDs	53.6	-3.2	40.9	-2.3
Water	15.0	+0.7	11.4	-0.2
Sports drinks	9.2	+0.5	8.8	+0.2
Energy	7.9	+0.5	23.2	+1.8
Juices/juice drinks	7.6	+0.2	8.9	+0.1
RTD tea	5.9	+1.1	4.9	+0.4
RTD Coffee	0.5	flat	1.7	flat
Dairy single-serve	0.2	flat	0.3	flat
<b>TOTAL</b>	<b>100%</b>	<b>n/a</b>	<b>100%</b>	<b>n/a</b>

(Beverage-Digest March 18, 2011)

## Energy Drink Market



### Strong Energy Category Growth Continues:

- All outlets combined excluding Walmart: Value change 14.9%; unit change: 16.0%<sup>1</sup>
- Convenience and gas channel: Value change 15.4%; unit change: 15.8%<sup>2</sup>

### The energy drink category is still in its infancy, with only 16% of adults 18+ claiming to be energy drink consumers.<sup>3</sup>

- Young adults are most open to trying energy drinks with 41% of males and 35% of females claiming to be energy drink consumers.<sup>3</sup>
- As these young adults age, their energy drink consumption habits are likely to remain, while new users come of age and expand the category.

### Energy drink consumers are also continuing to embrace innovation and flavor alternatives.

### Premium priced brands continue to dominate the category. Monster Energy and Red Bull together have 58.3% unit share of the energy drink category in the convenience and gas channel.<sup>2</sup> Low price alternatives have not affected price integrity in the category.



# Energy Drink Category in Value



## All Outlets Combined Snapshot

	Total US AOC Conv Food Drug Mass excl WM	\$ Vol	\$ Vol Year Ago	\$ % Δ vs Year Ago	\$ Δ vs Year Ago	\$ Share	\$ Share Δ vs Year Ago
	<b>TNA TOTAL NON-ALCOHOL ENERGY</b>	1,771,812,300	1,541,881,095	14.9%	229,931,205	100.0%	0.0
1	TOTAL RED BULL	579,877,685	501,711,648	15.6%	78,166,037	32.7%	0.2
2	TOTAL MONSTER	511,243,556	418,583,980	22.1%	92,659,576	28.9%	1.7
3	TOTAL 5-HOUR ENERGY	193,732,236	164,860,247	17.5%	28,871,989	10.9%	0.2
4	TOTAL ROCKSTAR	177,107,574	150,517,048	17.7%	26,590,526	10.0%	0.2
5	TOTAL AMP	80,927,548	85,751,295	-5.6%	(4,823,747)	4.6%	(1.0)
6	TOTAL NOS	57,843,182	54,327,456	6.5%	3,515,726	3.3%	(0.3)
7	TOTAL STARBUCKS COFFEE	50,611,648	43,384,266	16.7%	7,227,382	2.9%	0.0
8	TOTAL FULL THROTTLE	31,855,877	34,671,847	-8.1%	(2,815,970)	1.8%	(0.5)
9	TOTAL VENOM	10,143,938	12,500,721	-18.9%	(2,356,783)	0.6%	(0.2)
10	TOTAL XYIENCE XENERGY	8,107,002	6,677,678	21.4%	1,429,324	0.5%	0.0
	All Other	70,362,054	68,894,909	2.1%	1,467,145	4.0%	(0.5)

Source: AC Nielsen 13 Weeks Ending 11/19/11 - All Outlets Combined (Convenience, Grocery, Drug and Mass (excluding Wal Mart))

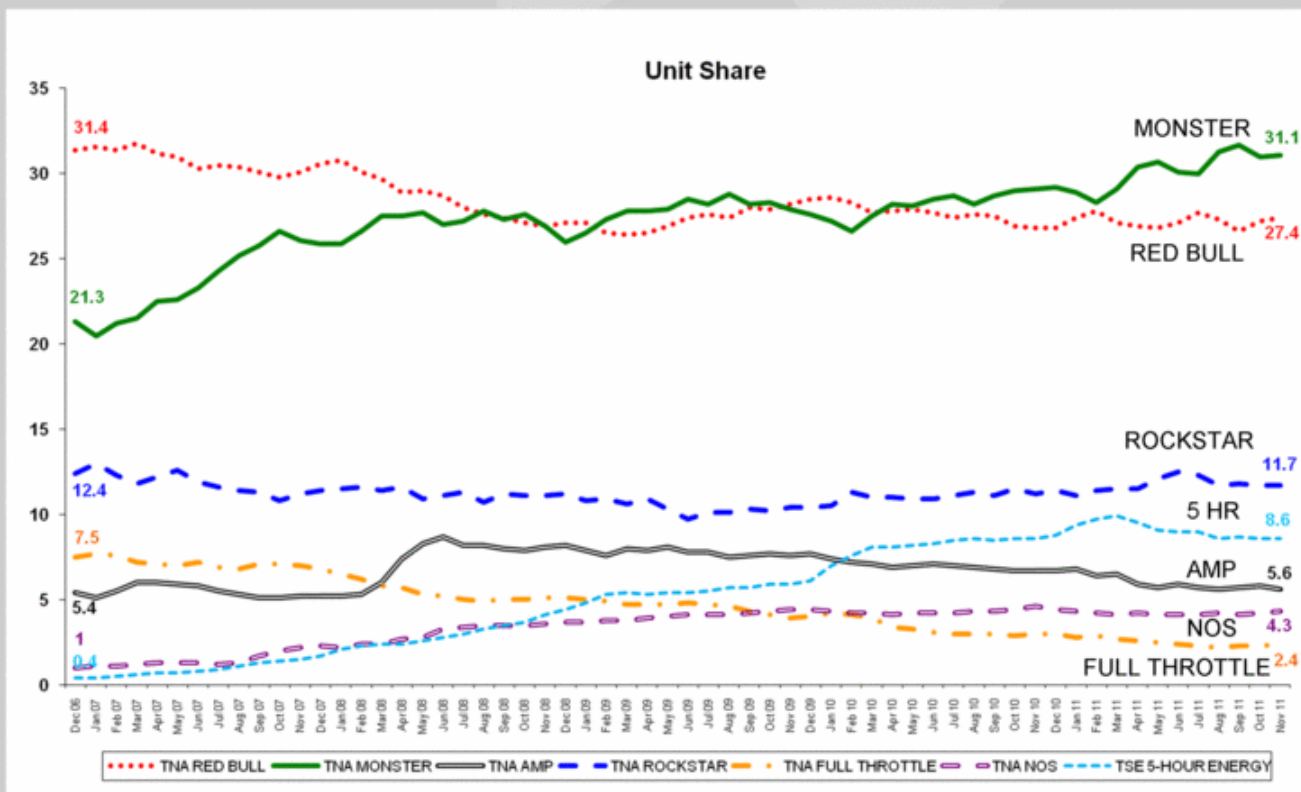
# 2011 Key Accomplishments- Value



- Monster not only extended its unit share lead over Red Bull, but also closed the value share gap with Red Bull.
- Monster value sales are up 22.3% versus category growth of 15.4% in the convenience & gas channel.<sup>1</sup>
- Monster value sales per point of distribution are up 21.1% versus category growth of 15.4% in the convenience & gas channel.<sup>1</sup>

Sources: <sup>1</sup> AC Nielsen Total US Convenience – 13 weeks ending 11/19/11

# Energy Drink Category- Units



Source: AC Nielsen Total US Scantrack Convenience – 4 Weeks Ending 11/19/11

# 2011 Key Accomplishments- Units



- Monster Energy's Latest 13 week performance is outpacing the energy category growth in units by a wide margin.

	Category	Monster
• All outlets combined excluding Walmart	+16.0%	+25.7% <sup>1</sup>
• Convenience and gas channel	+15.8%	+25.3% <sup>2</sup>

- Monster Energy's innovation has been enthusiastically accepted by consumers, with Absolutely Zero and Rehab making up 4.7 unit share points of Monster Energy's 31.3 share points in the convenience & gas channel.<sup>2</sup>
- Monster Rehab, Tea + Energy, launched in April 2011, is already the #1 \$ SKU in the RTD Tea Category in the convenience and gas channel.<sup>3</sup>
- Monster Energy's original SKU is still growing at 16.1%, with sales per point of distribution growing at 14.1% in the convenience and gas channel.<sup>2</sup>
- Peace Tea is the #9 Brand in the convenience & gas channel in the RTD Tea category and has grown 22.2% over last year, making it a solid player in the RTD Tea Category.<sup>3</sup>
- Peace Tea secured Distribution in 2,550 Walmart stores in Q4 2011.

Sources: <sup>1</sup> AC Nielsen Total US All outlets- 13 weeks ending 11/19/11  
<sup>2</sup> AC Nielsen Total US Convenience - 12 weeks ending 11/19/11  
<sup>3</sup> AC Nielsen RTD Tea Total US convenience Q3- 2011 ending 10/11/11

# Monster Marketing 2011 Champions



**BJ Baldwin**  
2011 Best in the Desert Champion



**Tucker Hibbert**  
Sixth X Games Gold Medal



**Ryan Villopoto**  
2011 Supercross World Champion



**Ryan Villopoto**  
2011 AMA Motocross Champion



**Troy Bronson**  
2011 Junior Down Hill Mountain Bike World Champion



**Jamie Bestwick**  
Five Consecutive X Games Gold Medals



**Josh Hayes**  
2011 World Superbike Champion



**Pro Circuit**  
2011 AMA Motocross 250cc Champs  
2011 Supercross Lites, West Champs



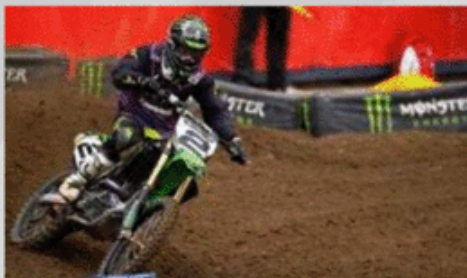
# 2011 Key Athletes & Teams



## U.S Athletes



Pro Circuit  
SX/MX Team



Kawasaki Factory Team  
2011 SX/MX Champion



Ken Block

## World Wide Athletes



Valentino Rossi  
Moto GP



Michael Schumacher



BMW Desert Race  
Team

# Music



Slash



Tommy Lee

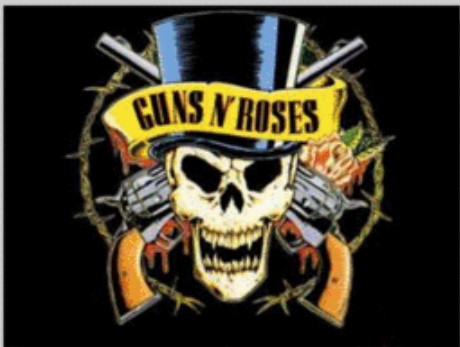


Korn



Guns N' Roses

# Tours





# 2011 Key Sponsorships



# Digital Landscape



Monster Energy's Facebook page is the #8 most "Liked" page of all brands in the world with 12.77 million "Likes",



- Monster's approach to social media centers on providing relevant content to target consumers.

- Monster utilizes facebook as a broadcast tool to interact with its fans on a daily basis broadcasting videos, photos and stories to 12.77 million fans.



# Digital Landscape



Twitter and YouTube are also used to broadcast relevant content to Monster Fans



Twitter with 120K followers



Monster's YouTube Channel with 16 million views

# TV Integration



Inside WestCoast Customs  
Discovery Channel HD Theater



Rob Dyrdek's Fantasy  
Factory - MTV



DUB Magazine Project - MTV 2



Rob Dyrdek's Ridiculousness - MTV

# Video Gaming



Console Game Integration  
X Box & PlayStation Games

Professional PC Gaming  
PC Based Gaming Tournaments



Premier Video Gaming Team  
compete in U.S., Asia and Europe.

Top Players in:

- Street Fighter IV
- World of Warcraft II
- StarCraft
- Counter Strike



# Motor Sports- New Initiatives

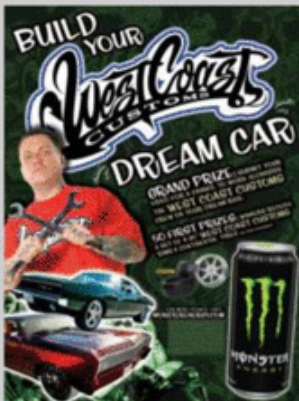


# Activating at Retail 2011



Q1

Build Your West Coast Customs Dream Car



Q2

Road Trip with Wee Man



Q3

Free Monster Gear



Q4

Be a Monster VIP at Winter X





# Activating at Retail 2012



T1

Rehab Las Vegas  
Pool Party



T2

Free Monster Gear  
Loyalty Program



T2

Java Monster-  
Ultimate Costa Rican  
Adventure



T3

TBD

# Rehab



April 2011:

Q4 2011:

Q1 2012



# Current Energy Drink Consumers







## Monster Rehab Consumers



"I don't normally like energy drinks but this tastes good, it's different than I expected."



"My kid drinks green all the time, but I don't like the taste. This is definitely one I would drink."



## Monster Rehab Consumers

"A non carbonated Monster finally, this is perfect for the summer heat"

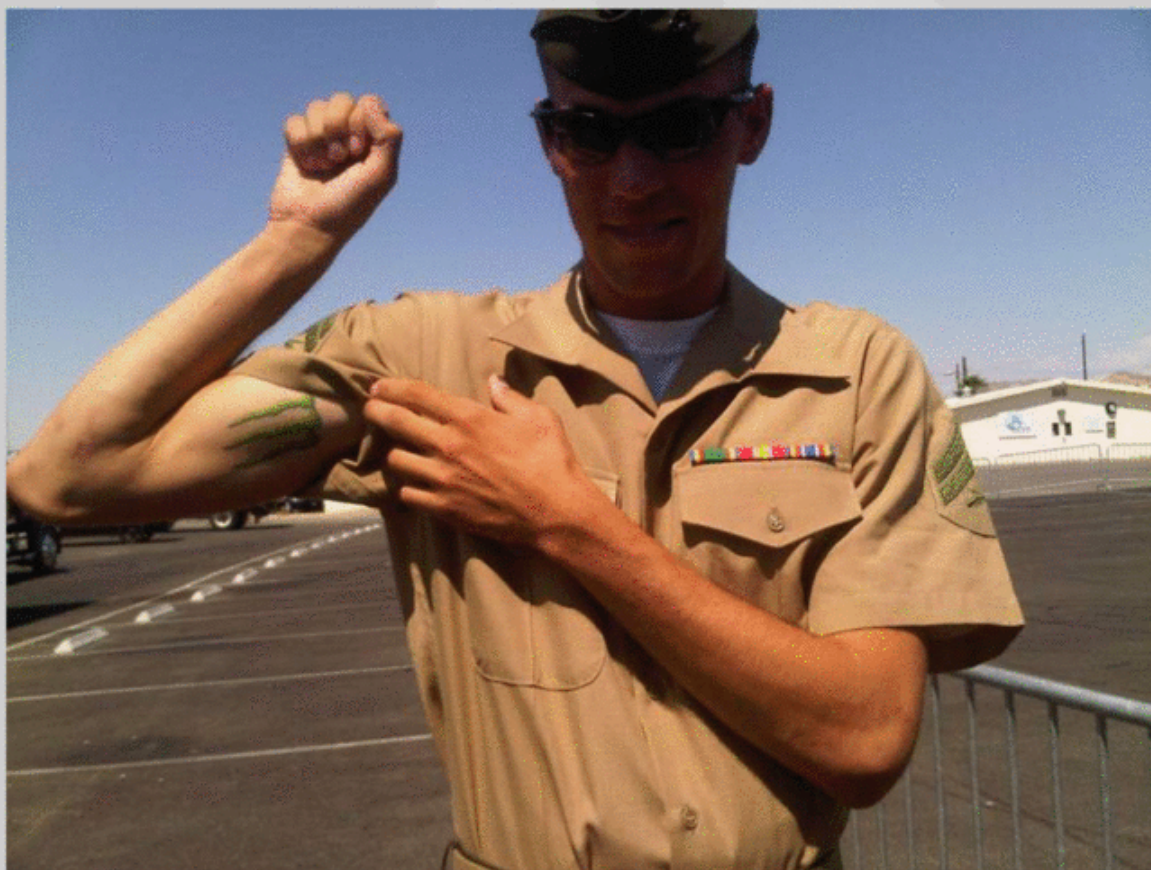
"Tea + Lemonade is like an Arnold Palmer, awesome!"

"Wow, this doesn't even taste like a Monster."

"This will go perfect with my sweet tea vodka!"

We did note one negative comment from a soldier whose photograph appears on the next page.....

# Monster Consumers





# Monster M-3



M-3 Super Concentrate – 5.0 oz

# New Products



Q1 2012 Launch



Ubermonster, Energy Brew – 16.9oz

# Peace Tea



## Existing Line Up:



•Peace Tea with its #9 brand ranking in the convenience and gas channel has solidified itself as a credible category player.1

•Consumer acceptance of Peace Tea single serve cans has facilitated the introduction of multi-serve sku's which offer higher margins.

## \* To be replaced with New Sku's Early 2012



Single Serve

Multi-Serve

Sources: 1 AC Nielsen RTD Tea Total US convenience Q3 ending 10/1/11

# Warehouse Division Highlights



- Increased profitability due in part to decreased promotion and other allowances
  - Juice price increases to be implemented in 2012
- Rationalized non-strategic lines and SKUs
- Updated Hansen's Juice graphics and expanded offerings
- Expanded existing product lines:
  - Hubert's Strawberry Lemonade and Limeade flavors
  - Junior Juice Coconut Water Twist aseptic boxes
  - Blue Sky Recover Energy
  - Hansen's Sparkling Water line to be introduced in 2012
- New product lines:
  - Hubert's Half&Half Lemonade Teas
  - Angeleno Aguas Frescas
  - Acquired PRE digestive health probiotic brand







# Updated Hansen's Natural Juices



Hansen's Natural  
64oz Juices



Hansen's Natural  
100% Juice Boxes

# Emerging Category Innovation



Hubert's Half&Half  
Lemonade Tea

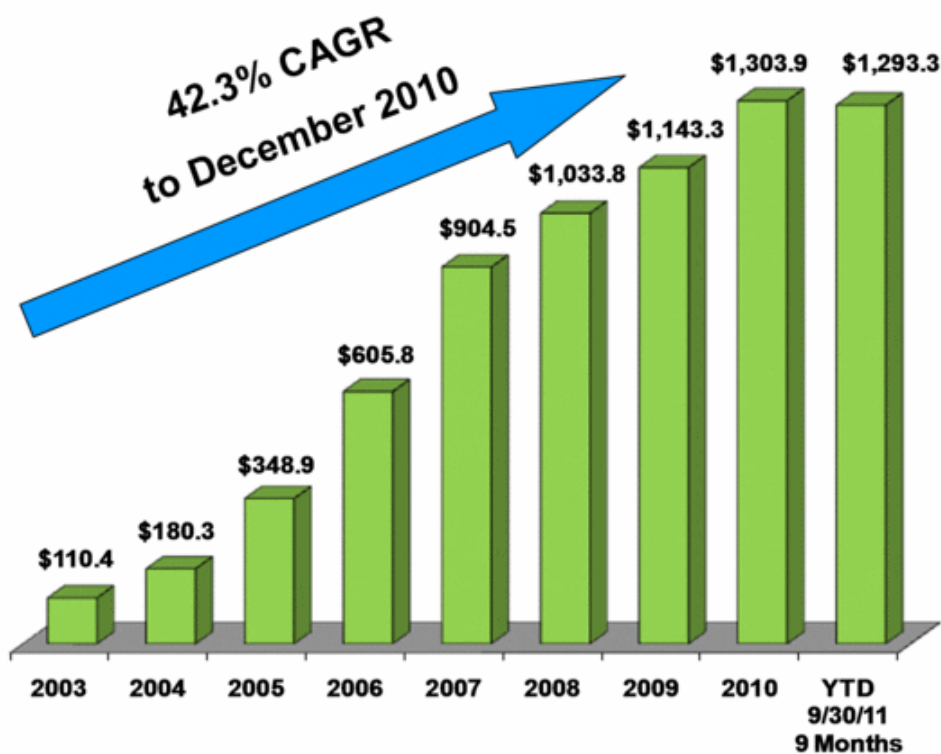


Angeleno Aguas  
Frescas



PRE Probiotic  
Beverages

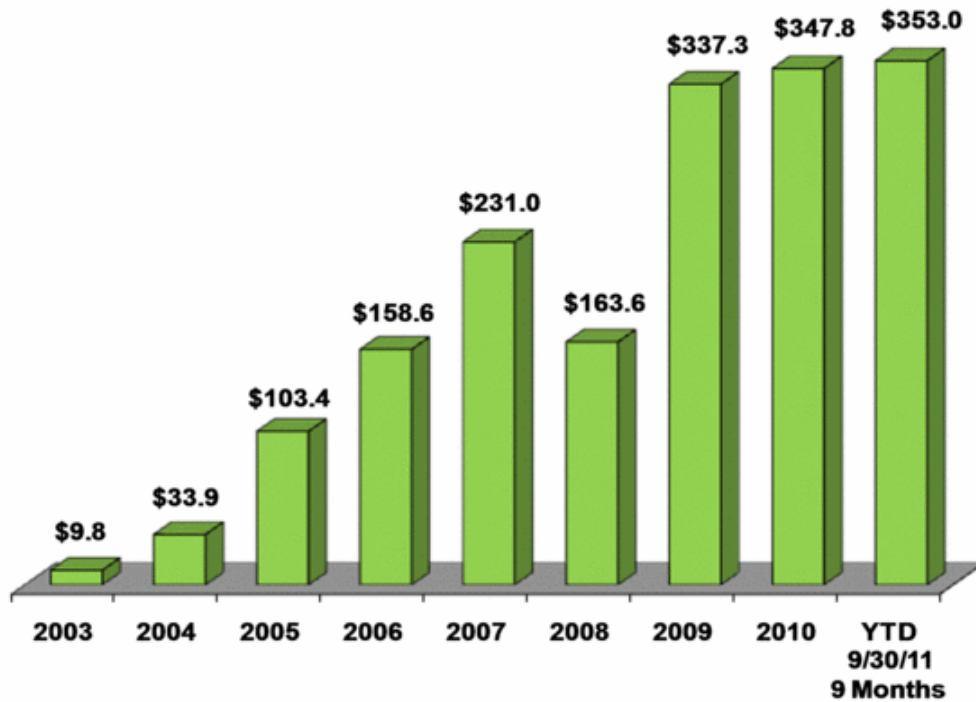
# Net Sales (\$ in millions)





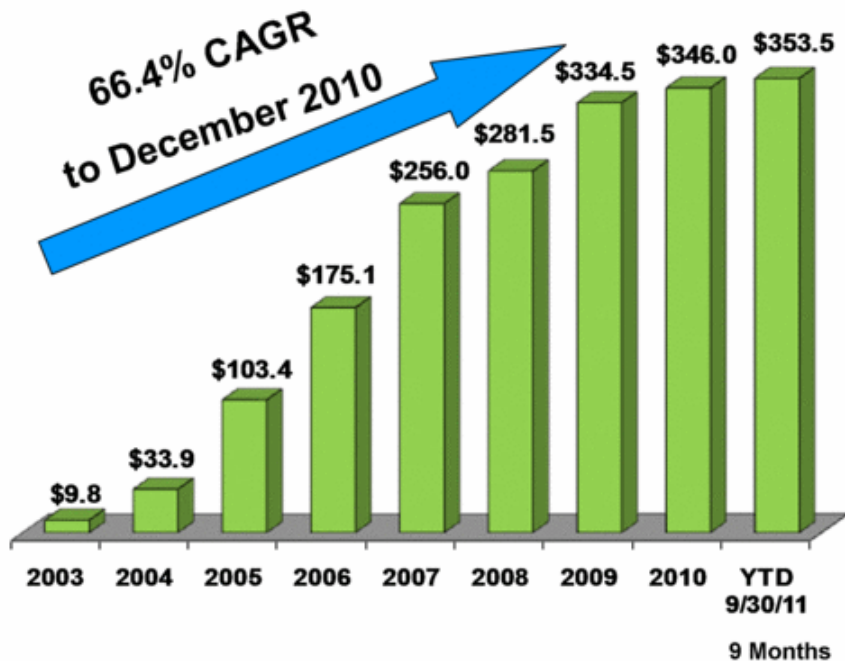


## Reported Operating Income (\$ in millions)



## Adjusted Operating Income ("OI") (\$ in millions)

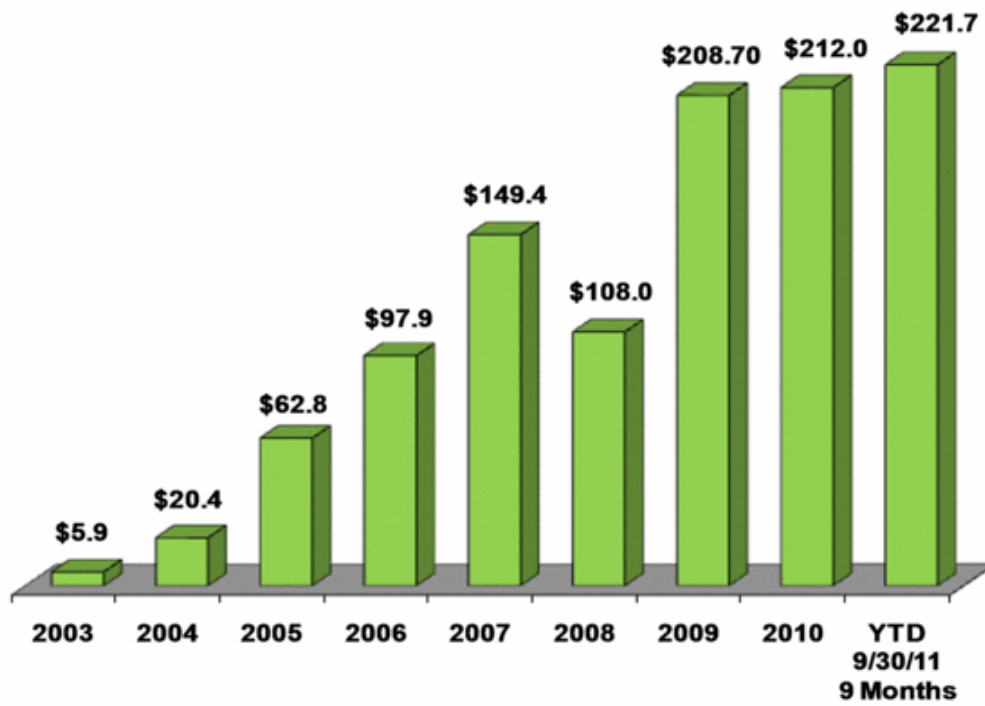
\* Adjusted operating income is a non-GAAP financial measure that includes adjustments for termination costs to prior distributors and for professional service fees, net of insurance reimbursements, associated with the review of stock option grants and granting practices, related litigation and other related matters. Non-GAAP financial measures are not prepared in accordance with GAAP and may be different from non-GAAP financial measures used by other companies. Non-GAAP financial measures should not be considered as a substitute for, or superior to, measures of financial performance prepared in accordance with GAAP. We include these non-GAAP financial measures because we believe they are useful to investors in allowing for greater transparency related to our ongoing operations. Investors are encouraged to review the reconciliation of the non-GAAP financial measures used to their most directly comparable GAAP financial measures as provided in the table below.



	2003	2004	2005	2006	2007	2008	2009	2010	YTD 9/30/11
Reported OI	\$9.8	\$33.9	\$103.4	\$158.6	\$231.0	\$163.6	\$337.3	\$347.8	\$353.0
*Adjustments	-	-	-	16.5	25.0	117.9	-2.8	-1.8	0.5
Adjusted OI	\$9.8	\$33.9	\$103.4	\$175.1	\$256.0	\$281.5	\$334.5	\$346.0	\$353.5



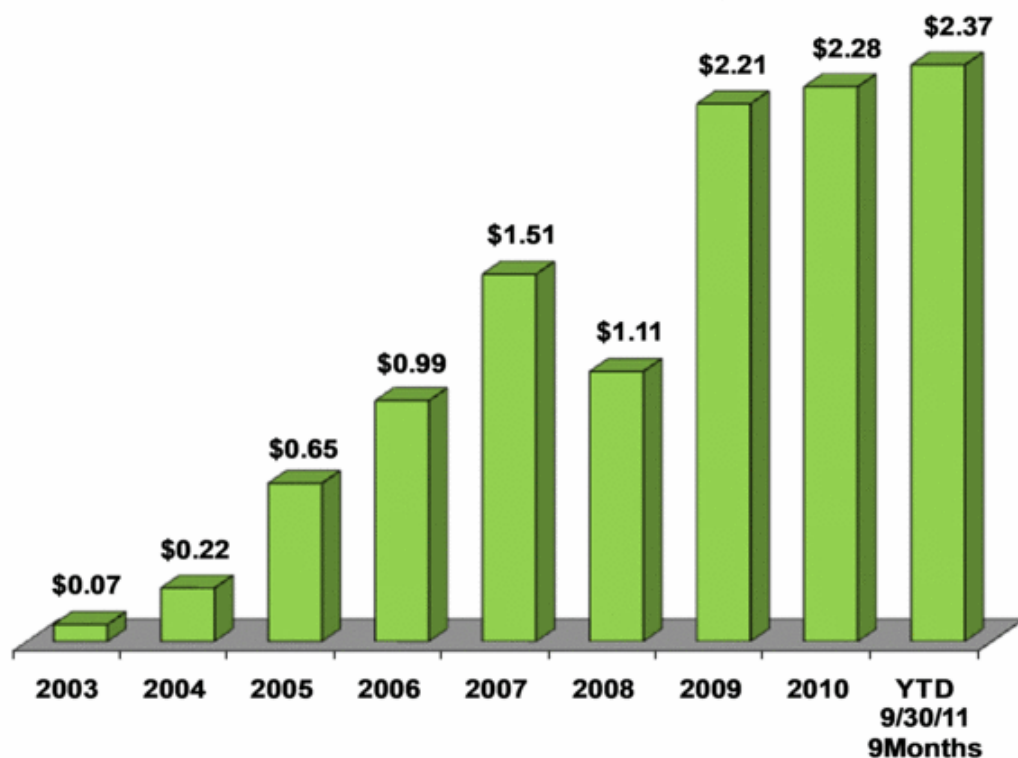
# Reported Net Income (\$ in millions)







# Reported Diluted Earnings Per Share



# Balance Sheet Highlights



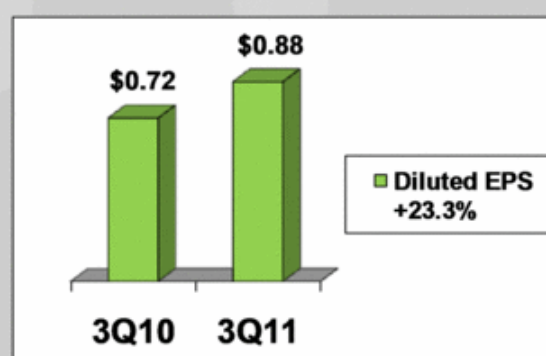
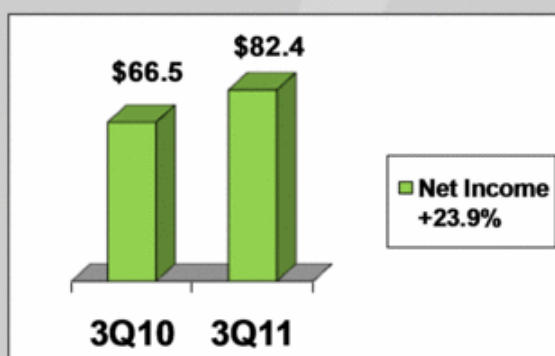
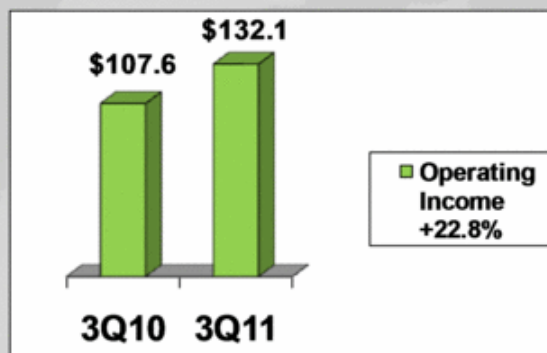
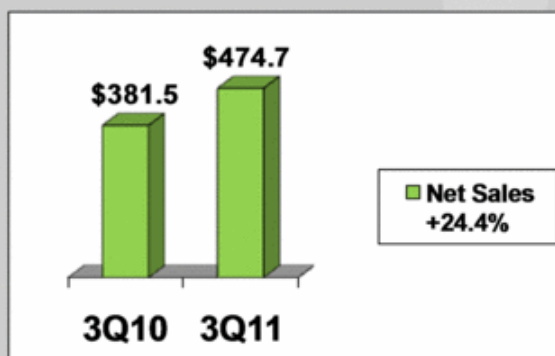
(\$ in thousands)

	September 30, 2011	December 31, 2010	Percentage Change
Cash and cash equivalents	\$ 287,157	\$ 354,842	-19%
Investments:			
Short-term investments	\$ 412,255	\$ 244,649	69%
Long-term investments	\$ 26,689	\$ 44,189	-40%
Total Investments	\$ 438,944	\$ 288,838	52%
Total cash and investments	\$ 726,101	\$ 643,680	13%
Trade accounts receivable, net	\$ 139,033	\$ 101,222	37%
Inventories	\$ 164,481	\$ 153,241	7%
Current liabilities	\$ 165,929	\$ 128,834	29%
Deferred revenue	\$ 119,953	\$ 124,899	-4%
Total stockholders' equity	\$ 932,546	\$ 828,398	13%
Shares repurchased during period	2,131,000	625,000	

(9 Months to September 30, 2011, 12 months to December 31, 2010)

# 3<sup>rd</sup> Quarter Results

(in millions except per share data)



## Proposed Name Change



Proposed name change

From: Hansen Natural Corporation

To: Monster Beverage Corporation

New NASDAQ Symbol: MNST



