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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): **March 16, 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

On March 16, 2006, the Chairman of the Company will deliver a presentation at the Citigroup Small & Mid-Cap Conference to be held at the Four Seasons Hotel in Las Vegas, Nevada. A copy of the slides that will be used in the presentation 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: March 16, 2006

/s/Hilton H. Schlosberg

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



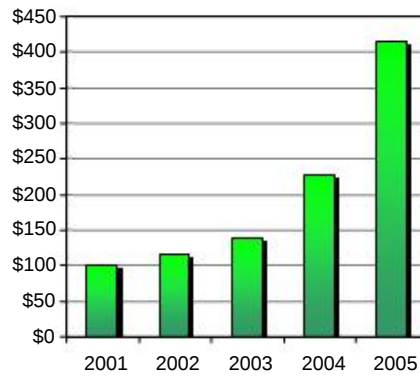
**HANSEN NATURAL CORPORATION**  
**MARCH 2006**

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 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.

Gross Annual Sales (millions)



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

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

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



# Financial Performance



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

(Millions, except per share data)	Years Ending December 31,			
	2002	2003	2004	2005
Gross Sales*, net of discounts/returns	\$ 112.9	\$ 135.7	\$ 224.1	\$ 415.4
Net Sales	92.0	110.4	180.3	348.9
Cost of Sales	58.8	66.6	96.9	166.3
Gross Profit	33.2	43.8	83.5	182.5
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 August 2005	\$ 0.15	\$ 0.28	\$ 0.86	\$ 2.59
Sales Growth (Net)	15.4%	20.0%	63.3%	93.5%
Gross Margin (of Net Sales)	36.1%	39.7%	46.3%	52.3%
Cases (Millions, 192 oz. equiv.)	17.6	20.4	29.8	48.2

\*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

# Product Line Overview



A Brief Snapshot of the Major Product Portfolios

## Warehouse

- Exclusive contracts for apple and blended juice 64 oz. for CA WIC Program (started July '04). Additional blended juice launched in 2005.



# Product Line Overview

A Brief Snapshot of the Major Product Portfolios

## DSD

- Includes Monster, Lost, Hansen's Energy and Energade
- Represents 74% of total 2005 gross sales
- Packaged in 8 oz., 16 oz., and 23.5 oz. size cans







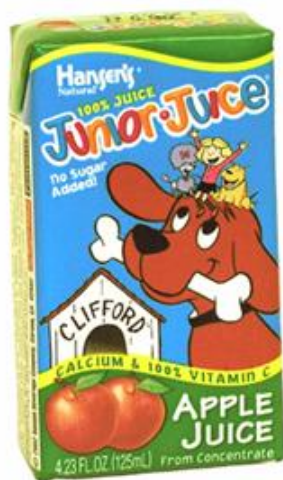
- Hansen's is the leading natural soda in the U.S.
- Blue Sky is the leading natural soda in the health food category
- All natural, no preservatives, caffeine free, and in the case of Hansen's, sodium free, no artificial colors or flavors
- Predominantly Western distribution at mainstream grocery, club, health food, and specialty. Eastern distribution presently limited to health food, health food sections of grocery chains, and specialty.
- Brand has unlimited potential due to its premium natural positioning to secure large share of the otherwise flat CSD market through national expansion.





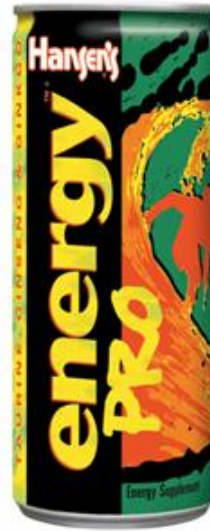






- First shelf-stable smoothies in the U.S.
- Enhanced with vitamins and/or calcium
- Hansen's 64 oz. apple juice is the #1 shelf-stable bottled juice in Southern and Northern California.\* Hansen's 64 oz. apple grape juice is the #4 and #7 shelf-stable bottled juice in Southern and Northern California, respectively.\* While apple strawberry juice is now #6 in Southern California and #25 in Northern California.
- Apple and blended juice WIC contracts provide expansive distribution in California and promotional opportunities, particularly to Hispanic demographics
- Substantial opportunities for distribution expansion

\*Source: Information Resources Inc., Northern and Southern California, \$2 million+ Food [chain grocery] category, 12 week dollar sales period ending October 2, 2005

















## **Energy Product Attributes**

- Great tasting
- 16 oz. value size
- Efficacious formulations, taste profiles, and image are important contributors to success
- Products cover broad energy demographics

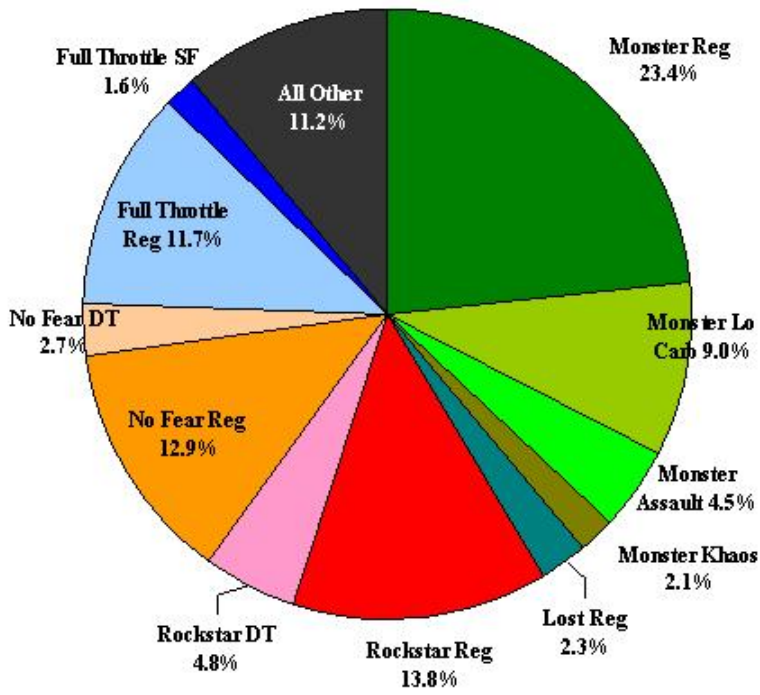
- Energy drink market is the fastest growing segment of U.S. beverage industry.
- \$1.6 billion at wholesale in 2005. <sup>1</sup> In 2005, category of growth in excess of 50% over 2004 (per Nielsen).<sup>2</sup>
- Monster is one of the fastest growing major energy drinks in U.S. (per Nielsen).<sup>2</sup>
- Monster has highest sales per point in convenience channel in most major U.S. markets, excluding Red Bull (per Nielsen).<sup>2</sup>
- We believe that convenience channel represents 50%+ of total energy drink market.
- Lost is a key brand appealing to teenage / college consumer.
- Energade has broad demographic appeal due to unique energy/ sports drink combination.

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

<sup>2</sup> Source: AC Nielsen 12 Wks Ending 12/31/05 Total US - Convenience Trade Major Market

# 16oz Category Leaders-Convenience

Hansen's: #1 Player Overall!



Source: AC Nielsen Total US - Convenience Track Major Market 13 Weeks Ending 12/31/05

<b>Market Share - Energy Drinks</b>		
	\$ Share	Share Change
Red Bull	37.3%	(10.0)
<b>Monster</b>	<b>19.1%</b>	<b>+8.4</b>
Rockstar	9.7%	+0.4
No Fear	6.5%	(0.8)
Full Throttle	5.6%	+5.4
A Rush	4.0%	(2.2)
Amp	4.0%	(1.7)
<b>Lost</b>	<b>1.1%</b>	<b>(0.1)</b>
Von Dutch	0.5%	+0.5
All Other	12.2%	+0.2
Total	100%	

Source: AC Nielsen Total US - Convenience Track Major Market 13 Weeks Ending 12/31/05

# 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. Significant convenience chain distribution gains.
- Monster Khaos recently launched.
- Separate brand facilitates aggressive, extreme marketing to youth-culture demographic without compromising integrity of Hansen's brand. 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 →



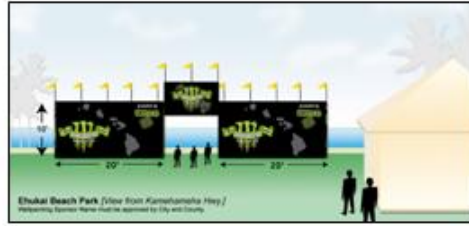
## PRO CIRCUIT/KAWASAKI RACING

- MX/SX is the pinnacle of Action Sports.
- Pro Circuit Racing is a well respected “perennial winner” with 14 championships in 15 years.
- Nearly one million spectators attended the 2005 MX/SX racing season.
- TV coverage - approximately 5 million plus viewers.



# MONSTER ENERGY PRO 2006

- 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



# BILLABONG XXL BIG WAVE AWARDS



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 2006.



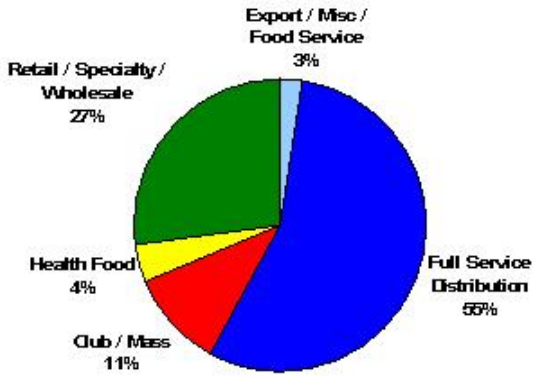
## LAS VEGAS MONSTER-RAIL

- 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.

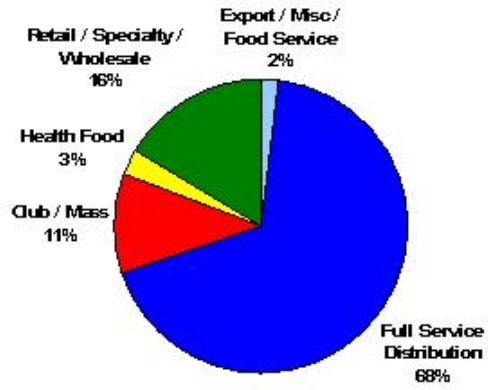


- Hansen's beverages can be found in all major channel types:

## Channel Mix Three Months Ended December 31, 2004



## Channel Mix Three Months Ended December 31, 2005



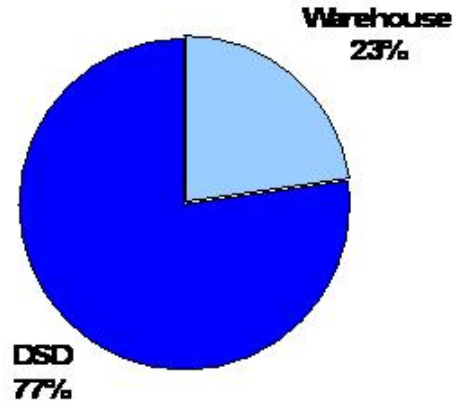
*Percentages of Gross Sales by Market Channel*

- Hansen's has continued to diversify its product lines:

## Product Mix Three Months Ended December 31, 2004

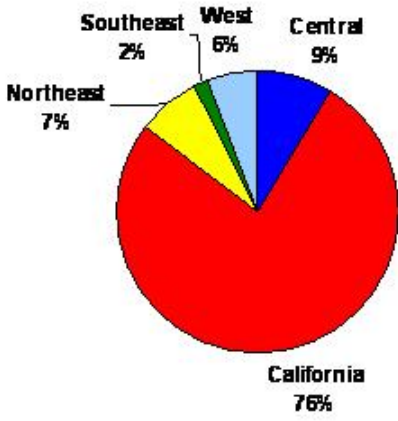


## Product Mix Three Months Ended December 31, 2005

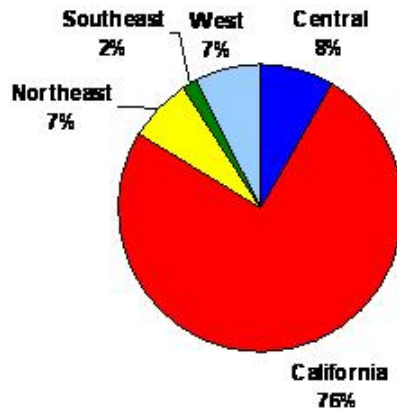


*Percentages of Gross Sales by Product Category*

## Geographic Mix Three Months Ended December 31, 2004



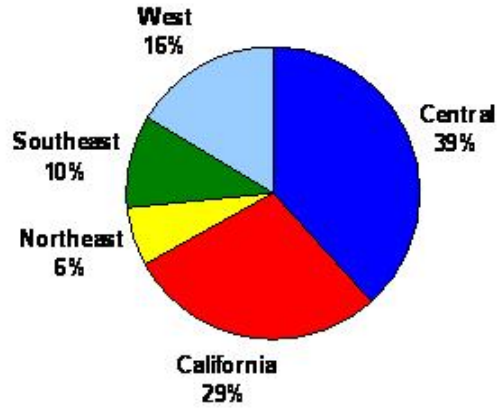
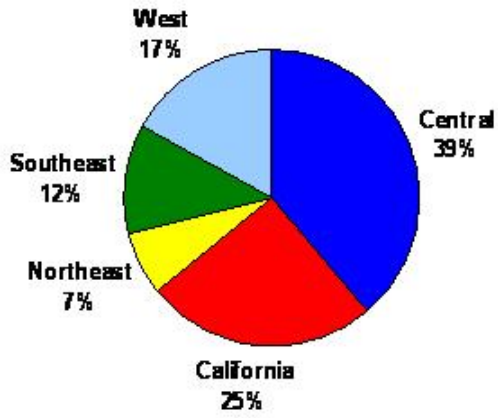
## Geographic Mix Three Months Ended December 31, 2005



*Percentages of Warehouse Gross Sales by Region*

**Geographic Mix Three Months Ended  
December 31, 2004**

**Geographic Mix Three Months Ended  
December 31, 2005**



*Percentages of DSD Gross Sales by Region*

*Hansen's Products Reach Customers Nationwide*

**Customers**

- The table to the right demonstrates the diversity of Hansen's customer base.

**Value Chain / Logistics**

- Hansen's contracts with a number of co-packers for manufacture.

Channel	Selected Customers
Grocery	Safeway Albertson's Kroger Ralph's Vons
Health Food / Specialty	Whole Foods Wild Oats Trader Joes
Warehouse	B.J.'s Costco Sam's Club
Mass / Drug	Wal-Mart Target Savon Walgreen's CVS
Convenience	7-11 Chevron BP / Arco / AM/PM Circle-K / Mac's Speedway Exxon – Mobil Hess Sunoco Casey's United Dairy Farmers

- Grow existing brands
- Develop and launch new products / brands including:
  - Monster 23.5 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*
  - Fizzit*
  - Others*
- Expand distribution
- Increase quality and penetration of existing distribution



# Conclusion

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- 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, 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.