

**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, 2009**

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, 2009, Rodney Sacks, Chairman and Chief Executive Officer, and Hilton H. Schlosberg, Vice Chairman and President, of Hansen Natural Corporation (the "Company") will host an investor meeting to provide an update on 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. EST on the Investor Relations page of the Company's web site at 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.

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.

Date: December 15, 2009

/s/ Hilton H. Schlosberg

Hilton H. Schlosberg

Vice Chairman of the Board of Directors,

President and Chief Financial Officer

HANSEN NATURAL CORPORATION

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Safe Harbor Statement

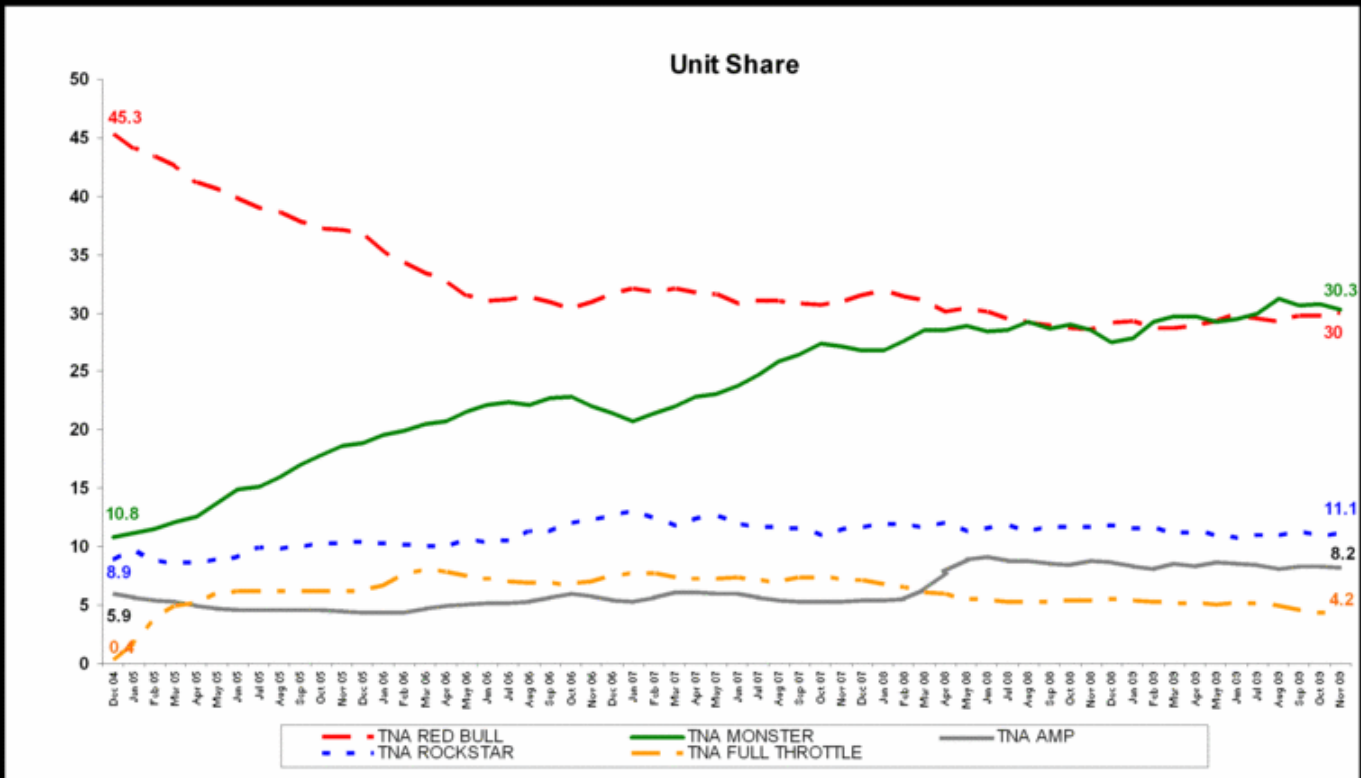
Certain oral and written statements in this presentation and in response to questions are forward-looking statements for purposes of the safe harbor provisions of The Private Securities Litigation Reform Act of 1995, including statements in connection with or related to any discussion of or reference 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 2, 2009 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



- 17 consecutive years of increased sales since acquisition of the Hansen's beverage business in 1992
- Achieved \$1.2 billion in gross sales in 2008
- Net sales for first nine months of 2009 increased to \$852.4 million, up 9.4% from the same time period last year.
- Operating income for first nine months of 2009 increased to \$251.5 million, up 24.0% from the same time period last year.
- Net income for first nine months of 2009 increased to \$155.4 million, up 18.2% from the same time period last year.

Energy Drink Category



Source: AC Nielsen Total US Scantrack Convenience – 4 Weeks Ending 11/21/09

Energy Drink Category



	Unit Volume	Unit % Chg vs YA	Unit Share	Unit Share Chg vs YA
Energy Drink Category	390,439,222	0.8	100	0
Monster	119,421,945	7.3	30.6	1.9
Red Bull	116,288,928	4.4	29.8	1
Rockstar	43,277,914	-4	11.1	-0.6
Amp	32,274,258	-2.5	8.3	-0.3
NOS	17,432,954	30.9	4.5	1
Full Throttle	17,194,614	-17.5	4.4	-1
Starbucks Coffee Energy	10,216,075	22.9	2.6	0.5
No Fear	6,784,978	-14.3	1.7	-0.3
Venom	4,705,038	130.4	1.2	0.7
Arizona	4,358,425	12	1.1	0.1

Source: AC Nielsen Total US Scantrack Convenience – 13 Weeks Ending 11/21/09

2009 Energy Market Conditions



- The Energy Drink category continues to be one of the top growth segments in beverage, despite the slowing economy.
- The Monster Energy brand grew 2.4 share points in the Convenience Channel YTD 2009 and is the #1 convenience brand with a 30.3 unit share.
- The Monster Energy brand grew 2.5 share points in the All Outlets Combined trade class YTD 2009 to remain the #2 brand at a 29.5 unit share.

Sources: AC Nielsen Total US Scantrack Convenience – 4 Weeks Ending 11/21/09
AC Nielsen Total US All Outlets Combined (Convenience, Food, Drug, Mass – excluding WalMart) – 4 Weeks Ending 11/21/09

2009 Key Accomplishments



- Monster Energy now selling in 40 countries and two territories around the world.
- Continued International expansion.
- Successful new product launches have helped grow the brand.
- Continuing to strengthen relationships with our beverage distributors, Coca Cola and Anheuser Busch.
- Solid financial performance and strong balance sheet.

Monster 2009 Champions



Jenson Button
Formula 1 World Champion



Valentino Rossi
Moto GP World Champion



Chad Reed
Australian Supercross Champion



Danny Kass
US Open of Snowboarding
Champion



Sam Hill
Mountain Bike World Champion



15 Summer X Games Medals by
Monster Athletes



Robby Gordon
2009 Score Champion



4 Winter X Games Gold Medals
by Monster Athletes

2009 Electronic Marketing



Ken Block video received millions of views



New Multi-Media and Social Network enabled Web Site launched



Monster Army applicants exceeds 200,000



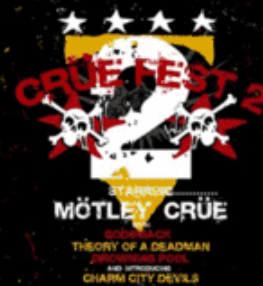
Monster's Facebook page received the most new fans of any brand the week of 11/09 - 433,000.

Source: Tampa Bay On-line, 11/18



Monster Energy Sponsored Call of Duty, Modern Warfare 2 was the largest first week video game release in history, at \$550,000,000

Sponsorships/Events/Alliances



Activating at Retail



Trimester 3

Trimester 1



Supercross Promotion

Trimester 2



Fantasy Camp Promotion 2009



Call of Duty Modern Warfare 2 Video Game Promotion

Consumer Promotions

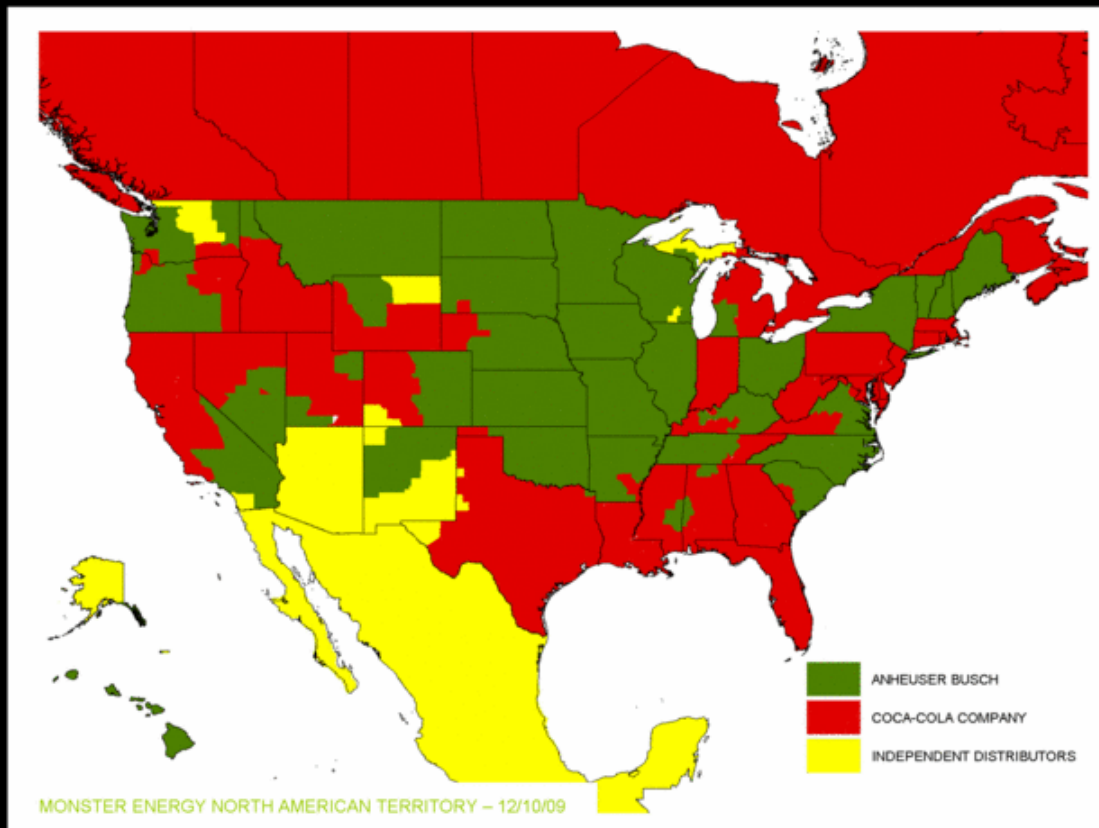
- Utilizing key sponsorships for programs that drive Retail Sales
- Point of Sale in tens of thousands of Gas and Convenience stores
- Acts as in-store advertising hitting our key demographic, young males

On-Premise Wins

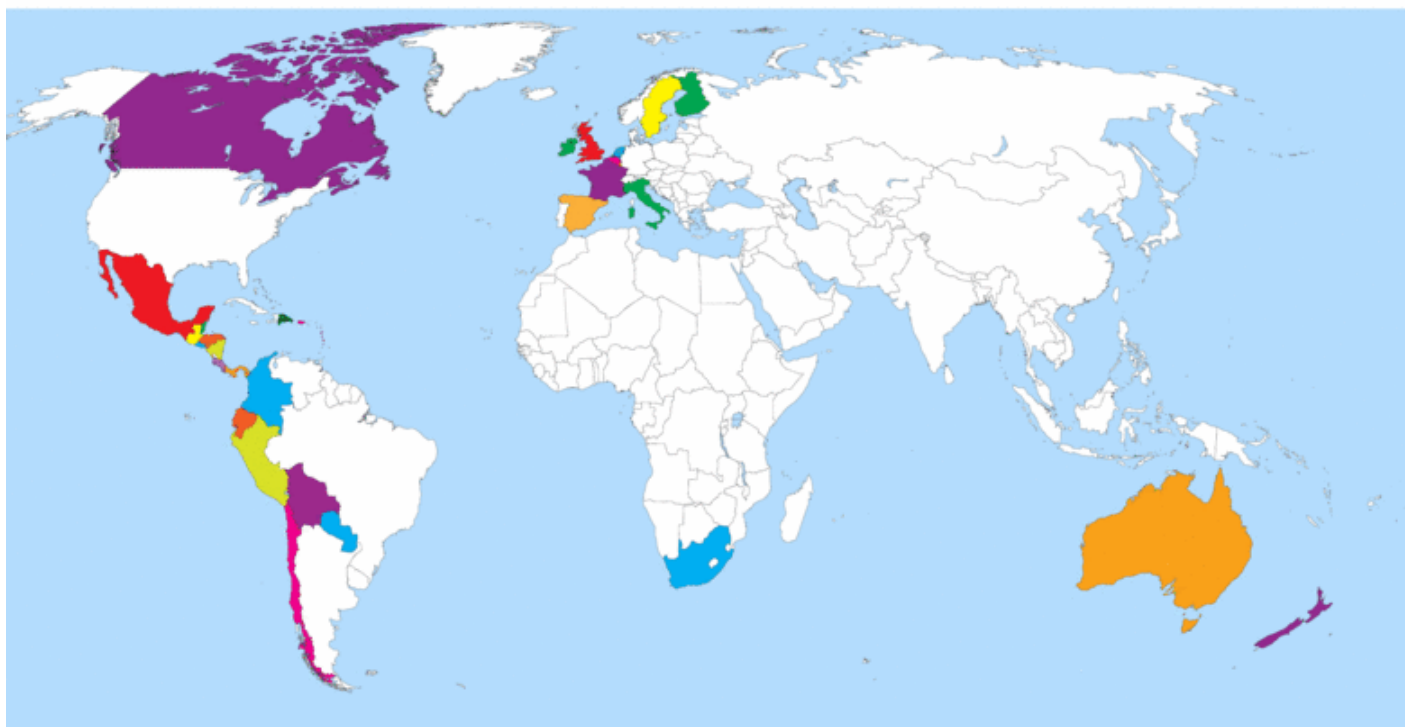


Over 300 Universities

North American Distributors



Current International Distribution



DSD Division New Products



Warehouse Division Highlights



- Improved profitability
- New marketing team
- Expanded existing product lines
- Established new product lines
- Starting distribution through DSD Partners
- Growing Hansen's brand presence on East Coast
- A Stevia innovator

A Stevia Innovator



Hansen's Natural Lo-Cal Juices

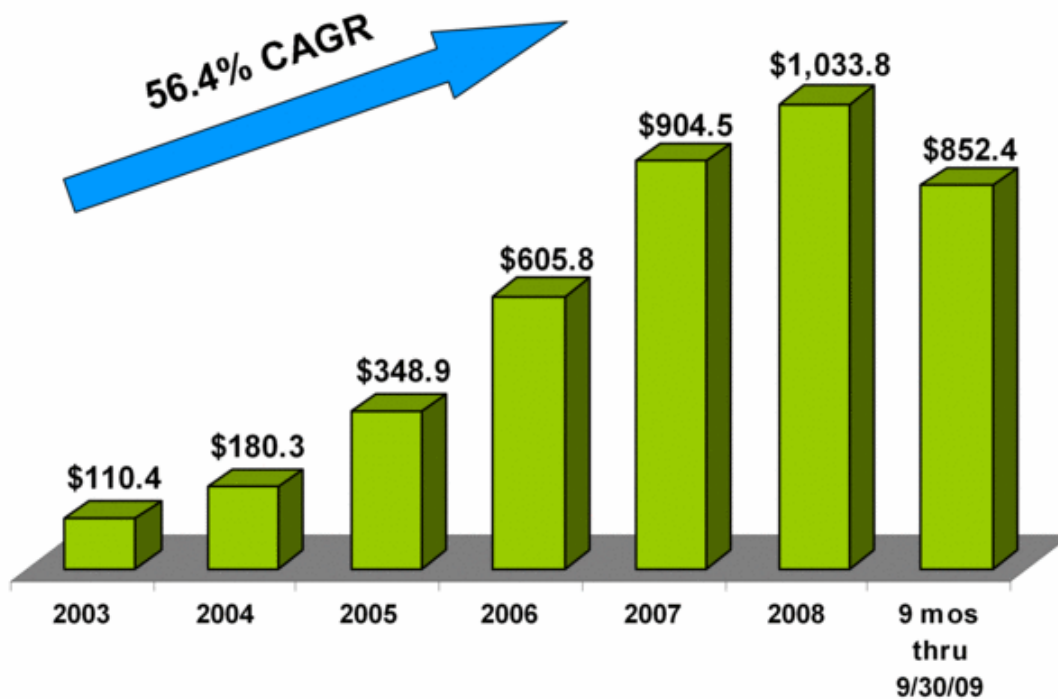


Hansen's Natural fruit & tea stix

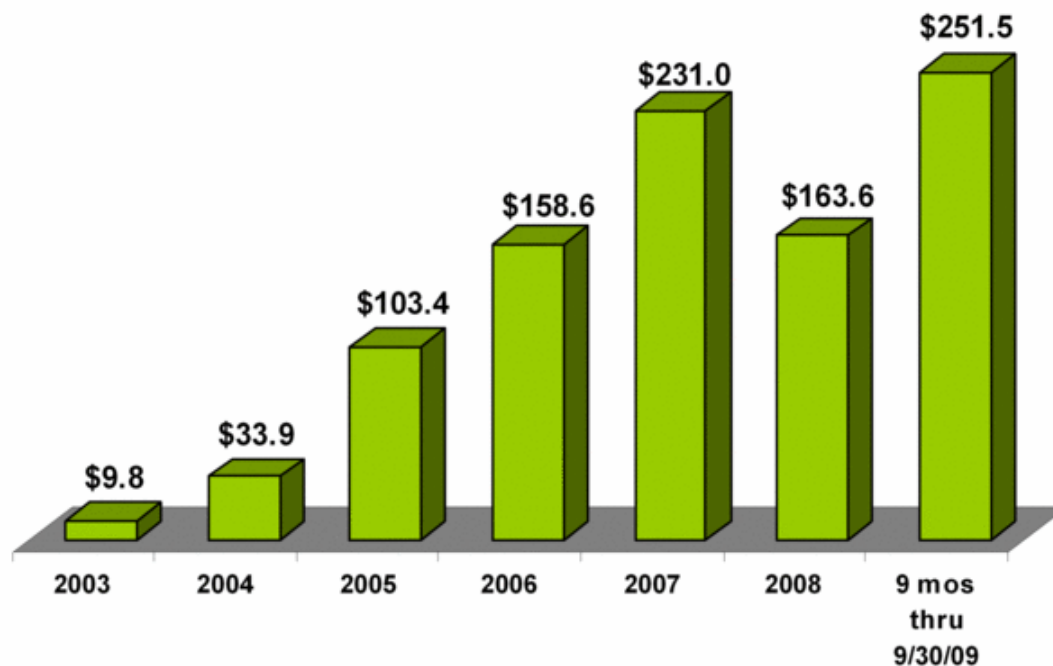


Blue Sky Free soda

Net Sales (\$ in millions)



Reported Operating Income (\$ in millions)



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

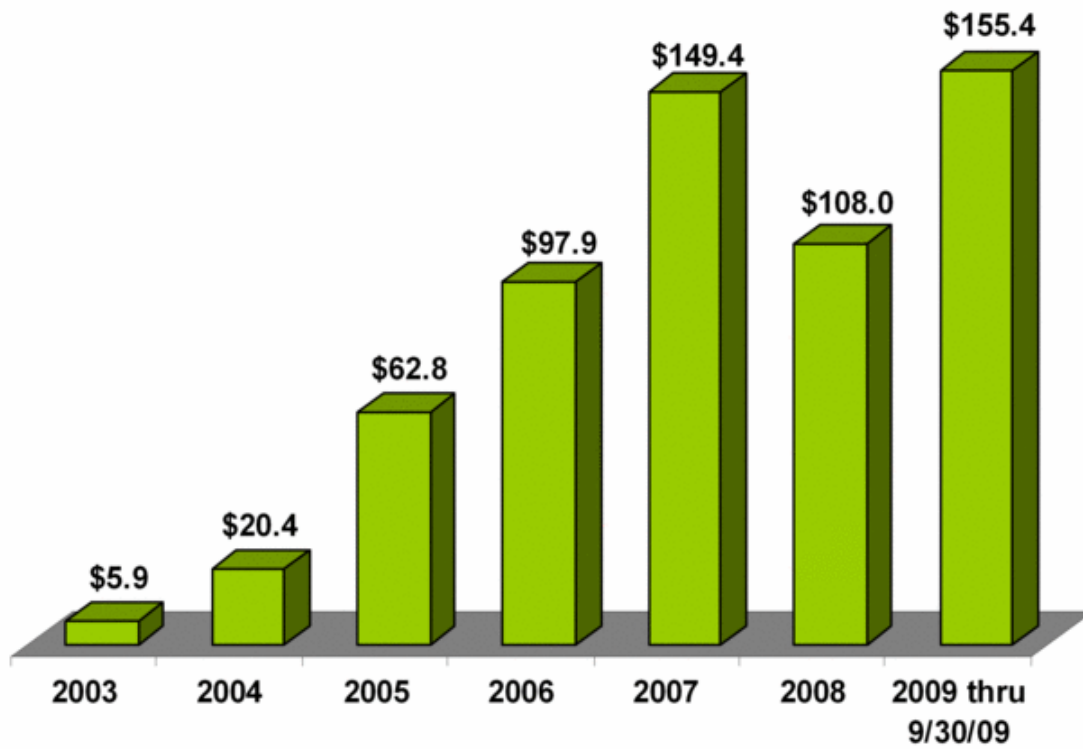


* Adjusted operating income is a non-GAAP financial measure that includes adjustments for termination costs to prior distributors and for professional service fees, net of insurance reimbursements, associated with the review of stock option grants and granting practices, related litigation and other 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.

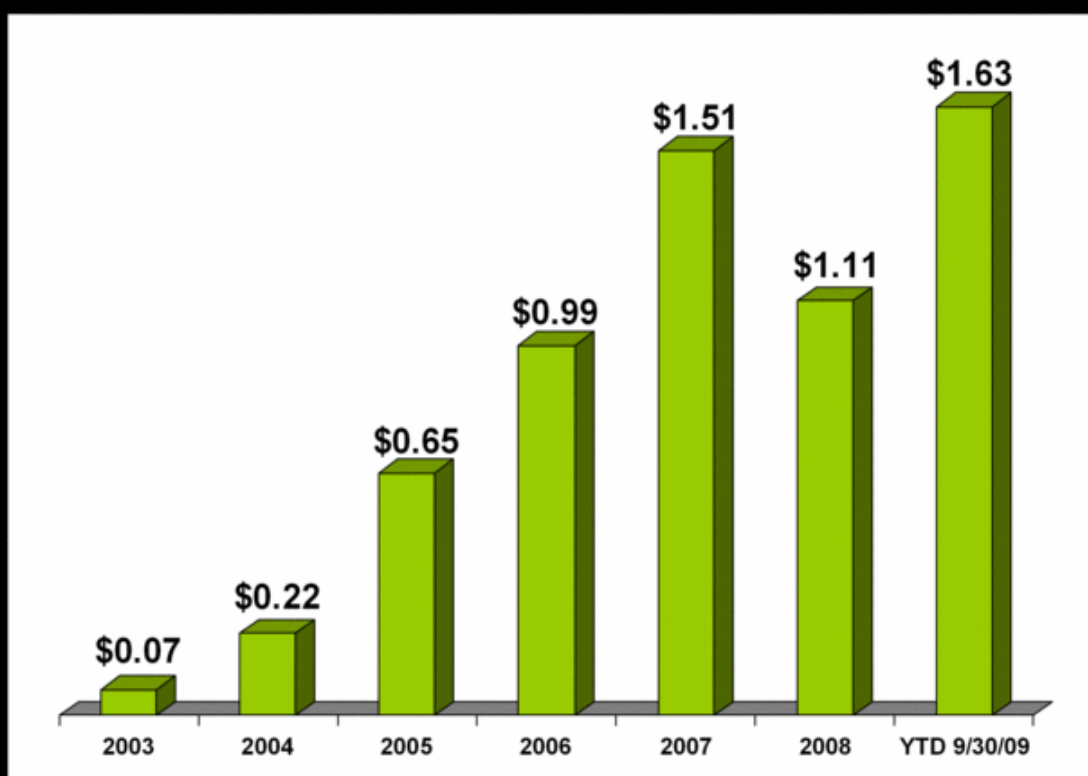


	2003	2004	2005	2006	2007	2008	9 mos thru 9/30/09
Reported OI	\$9.8	\$33.9	\$103.4	\$158.6	\$231.0	\$163.6	\$251.5
*Adjustments	-	-	-	16.5	25.0	117.9	- 2.8
Adjusted OI	\$9.8	\$33.9	\$103.4	\$175.1	\$256.0	\$281.5	\$248.7

Reported Net Income (\$ in millions)



Reported Diluted Earnings Per Share



Balance Sheet Highlights (09.30.09)

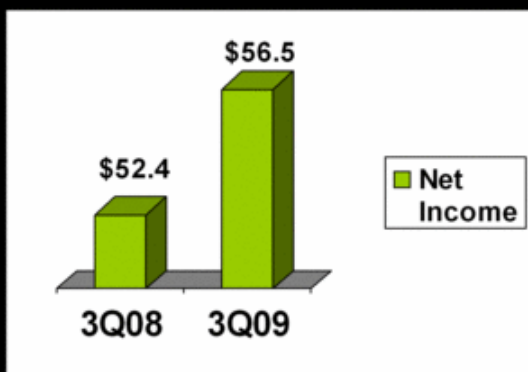


(\$ in millions)

	September 30, 2009	December 31, 2008	Percentage Change
Cash and cash equivalents	\$317.7	\$256.8	24%
Investments:			
Short-term investments	\$ 30.2	\$ 29.1	
Long-term investments	\$ 88.0	\$ 89.6	
Total Investments	\$118.2	\$118.7	0%
Total cash and investments	\$435.9	\$375.5	16%
Trade accounts receivable, net	\$ 91.9	\$ 45.2	103%
Inventories	\$123.9	\$116.3	7%
Current liabilities	\$107.7	\$187.3	-42%
Deferred revenue	\$132.6	\$138.2	-4%
Total stockholders' equity	\$561.0	\$436.3	29%

3rd Quarter Results

(in millions except per share data)



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