

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

OMB APPROVAL	
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1. Name and Address of Reporting Person* KELLY THOMAS J			2. Issuer Name and Ticker or Trading Symbol HANSEN NATURAL CORP [HANS]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) VP - Hansen Beverage Co		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 08/10/2010			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person		
550 MONICA CIRCLE, SUITE 201			4. If Amendment, Date of Original Filed (Month/Day/Year)					
(Street)	CA	92880						
(City)	(State)	(Zip)						

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	08/10/2010		S		15,641	D	\$45.1515	359	D	
Common Stock	08/10/2010		S		359	D	\$45.04	0	D	
Common Stock	08/10/2010		M		15,000	A	\$1.4825	15,000	D	
Common Stock	08/10/2010		M		6,400	A	\$16.87	21,400	D	
Common Stock	08/10/2010		M		8,000	A	\$31.72	29,400	D	
Common Stock	08/10/2010		M		2,000	A	\$36.13	31,400	D	
Common Stock	08/10/2010		S		16,215	D	\$45	15,185	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date					
Employee Stock Option (right to buy)	\$1.4825	08/10/2010		M		15,000		(1)	01/15/2014	Common Stock 200,000	\$1.4825	0	D	
Employee Stock Option (right to buy)	\$16.87	08/10/2010		M		6,400		(2)	11/11/2015	Common Stock 8,000	\$16.87	1,600	D	
Employee Stock Option (right to buy)	\$31.72	08/10/2010		M		8,000		(3)	06/02/2018	Common Stock 20,000	\$31.72	12,000	D	
Employee Stock Option (right to buy)	\$36.13	08/10/2010		M		2,000		(4)	06/01/2019	Common Stock 10,000	\$36.13	8,000	D	
Employee Stock Option (right to buy)	\$35.64							(5)	12/01/2019	Common Stock 10,000		10,000	D	

Explanation of Responses:

- The options are currently vested.
- The remaining options vest on November 11, 2011.
- The remaining options vest in three equal installments on June 2, 2011, 2012 and 2013.
- The remaining options vest in four equal installments on June 1, 2011, 2012, 2013 and 2014.
- The options vest in five equal installments on December 1, 2010, 2011, 2012, 2013 and 2014.

Remarks:

Thomas J. Kelly

08/12/2010

** 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 4 (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.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.