

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	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

1. Name and Address of Reporting Person* <u>HALL MARK J</u> (Last) (First) (Middle) 550 MONICA CIRCLE SUITE 201 (Street) CORONA CA 92880 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>HANSEN NATURAL CORP [HANS]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner X Officer (give title below) Other (specify below) <u>President-DSD Hansen Beverage</u>
	3. Date of Earliest Transaction (Month/Day/Year) 11/17/2010	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person

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	11/17/2010		M		15,462	A	\$10.9475	80,621	D	
Common Stock	11/17/2010		M		18,028	A	\$16.87	98,649	D	
Common Stock	11/18/2010		M		61,972	A	\$16.87	160,621	D	
Common Stock	11/18/2010		M		119,999	A	\$31.72	280,620	D	
Common Stock	11/18/2010		S		181,971	D	\$50.11 ⁽¹⁾	98,649	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	Title	Amount or Number of Shares				
Employee Stock Option (right to buy)	\$10.9475	11/17/2010		M		15,462		(2)	09/28/2015	Common Stock	100,000	\$10.9475	0	D	
Employee Stock Option (right to buy)	\$16.87	11/17/2010 ⁽³⁾		M		80,000		(2)	11/11/2015	Common Stock	100,000	\$16.87	0	D	
Employee Stock Option (right to buy)	\$31.72	11/18/2010		M		119,999		(4)	06/02/2018	Common Stock	300,000	\$31.72	180,000	D	
Employee Stock Option (right to buy)	\$35.64							(5)	12/01/2019	Common Stock	200,000		200,000	D	

Explanation of Responses:

- This trade was executed in multiple trades at prices ranging from \$50.00 to \$50.47. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.
- The options are currently vested.
- The options were exercised on two separate dates. 18,028 options were exercised on November 17, 2010 and 61,972 options were exercised on November 18, 2010.
- The remaining options vest in three equal installments on June 2, 2011, 2012 and 2013.
- The options vest in five equal installments on December 1, 2010, 2011, 2012, 2013 and 2014.

Remarks:

Mark J. Hall

11/19/2010

** 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.

