

**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 20, 2010**

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 20, 2010, Rodney 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 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. Eastern Time on the Investor Relations page of Hansen Natural'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 slides.

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 20, 2010

/s/ Hilton H. Schlosberg

Hilton H. Schlosberg

Vice Chairman of the Board of Directors,
President and Chief Financial Officer

HANSEN NATURAL CORPORATION

Investor update – December 20, 2010



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, 2010 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



- 18 consecutive years of increased sales since acquisition of the Hansen's beverage business in 1992.
- Achieved \$1.3 billion in gross sales in 2009.
- Net sales for the 2010 third quarter increased 23.9% to \$381.5 million over the same period last year. Net income for the 2010 third quarter increased 17.7% to \$66.5 million, over the same period last year.

2010 Key Accomplishments



- Monster Energy's innovation continues to propel brand growth. Over the four week period ending November 20, 2010, sales on a per point basis of our new Monster Energy Absolutely Zero were higher than those of Red Bull Sugar Free 8.4oz and the best selling items of NOS, Amp, Full Throttle, etc.¹
- Our successful Peace Tea launch further solidifies Hansen's position as a diversified beverage company.
- The launch of Worx Energy supplements in 2 oz. containers is positioned to tap into the growing highly-profitable energy supplement category. The market for such energy supplements has grown to \$683M annually at retail with a growth rate of 39.6% versus a year ago.²
- According to Nielsen, in the convenience and gas channel in Canada for the 12 weeks ending October 23, 2010, the energy drink category grew 21%, while sales of Monster grew 58% over last year.
- According to Nielsen, in the energy drink category in Mexico for October 2010, sales were 5% lower than in the same month last year. However, sales of Monster Energy in Mexico in October 2010 grew 22.4% over the same month last year, while sales of Red Bull declined 17.2% in the month.

Sources: ¹ AC Nielsen Total US Convenience – 4 weeks ending 11/20/10
² AC Nielsen Total US All Outlets Combine – 52 weeks ending 11/20/10

Energy Drink Category



All Outlets Combined Snapshot							
	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
	TNA TOTAL NON-ALCOHOL ENERGY	\$1,542,931,398	\$1,334,531,334	15.6%	\$208,400,064	100.0%	0.0
1	TOTAL RED BULL	\$501,858,618	\$441,287,585	13.7%	\$60,571,033	32.5%	(0.5)
2	TOTAL MONSTER	\$418,940,403	\$352,855,966	18.7%	\$66,084,437	27.2%	0.7
3	TOTAL 5-HOUR ENERGY	\$164,942,628	\$97,383,125	69.4%	\$67,559,503	10.7%	3.4
4	TOTAL ROCKSTAR	\$150,982,540	\$128,847,766	17.2%	\$22,134,774	9.8%	0.1
5	TOTAL AMP	\$85,797,318	\$85,855,465	-0.1%	-\$58,147	5.6%	(0.9)
6	TOTAL NOS	\$54,354,861	\$48,424,986	12.2%	\$5,929,875	3.5%	(0.1)
7	TOTAL STARBUCKS COFFEE	\$43,409,505	\$34,687,329	25.1%	\$8,722,176	2.8%	0.2
8	TOTAL FULL THROTTLE	\$34,689,426	\$45,419,136	-23.6%	-\$10,729,710	2.2%	(1.2)
9	TOTAL VENOM	\$12,502,610	\$13,650,196	-8.4%	-\$1,147,586	0.8%	(0.2)
10	TOTAL NO FEAR	\$8,736,613	\$15,729,133	-44.5%	-\$6,992,520	0.6%	(0.6)
	All Other	\$66,716,876	\$70,390,647	-5.2%	-\$3,673,771	4.3%	(1.0)

Source: AC Nielsen 13 Weeks Ending 11/20/10 - All Outlets Combined [Convenience, Grocery, Drug and Mass (excluding Wal Mart)]

All Outlets Combined Snapshot Source AC Nielsen: 13wks Ending 11/20/10

Energy Drink Category



Convenience Channel Snapshot

	TOTAL US - SCANTRACK CONV	\$ Vol	\$ Vol Year Ago	\$ % Δ vs Year Ago	\$ Δ vs Year Ago	\$ Share	\$ Share Δ vs Year Ago
	TNA TOTAL NON-ALCOHOL ENERGY	\$376,198,219	\$325,060,141	15.7%	\$51,138,078	100.0%	0.0
1	TOTAL RED BULL	\$116,995,645	\$104,831,510	11.6%	\$12,164,135	31.1%	(1.2)
2	TOTAL MONSTER	\$107,368,997	\$89,487,494	20.0%	\$17,881,503	28.5%	1.0
3	TOTAL 5-HOUR ENERGY	\$39,328,566	\$23,532,403	67.1%	\$15,796,163	10.5%	3.2
4	TOTAL ROCKSTAR	\$36,615,890	\$30,557,484	19.8%	\$6,058,406	9.7%	0.3
5	TOTAL AMP	\$21,079,840	\$21,114,084	-0.2%	-\$34,244	5.6%	(0.9)
6	TOTAL NOS	\$15,360,760	\$13,264,917	15.8%	\$2,095,843	4.1%	0.0
7	TOTAL STARBUCKS COFFEE	\$9,831,004	\$7,966,849	23.4%	\$1,864,155	2.6%	0.2
8	TOTAL FULL THROTTLE	\$9,313,354	\$11,261,042	-17.3%	-\$1,947,688	2.5%	(1.0)
9	TOTAL VENOM	\$2,822,878	\$3,242,190	-12.9%	-\$419,312	0.8%	(0.2)
10	TOTAL NO FEAR	\$2,339,584	\$4,287,625	-45.4%	-\$1,948,041	0.6%	(0.7)
	All Other	\$15,141,701	\$15,514,543	-2.4%	-\$372,842	4.0%	(0.7)

Source: AC Nielsen 4 Weeks Ending 11/20/10 - Scantrack Convenience

Convenience Channel Snapshot Source AC Nielsen: 4wks Ending 11/20/10

2010 Energy Market Conditions

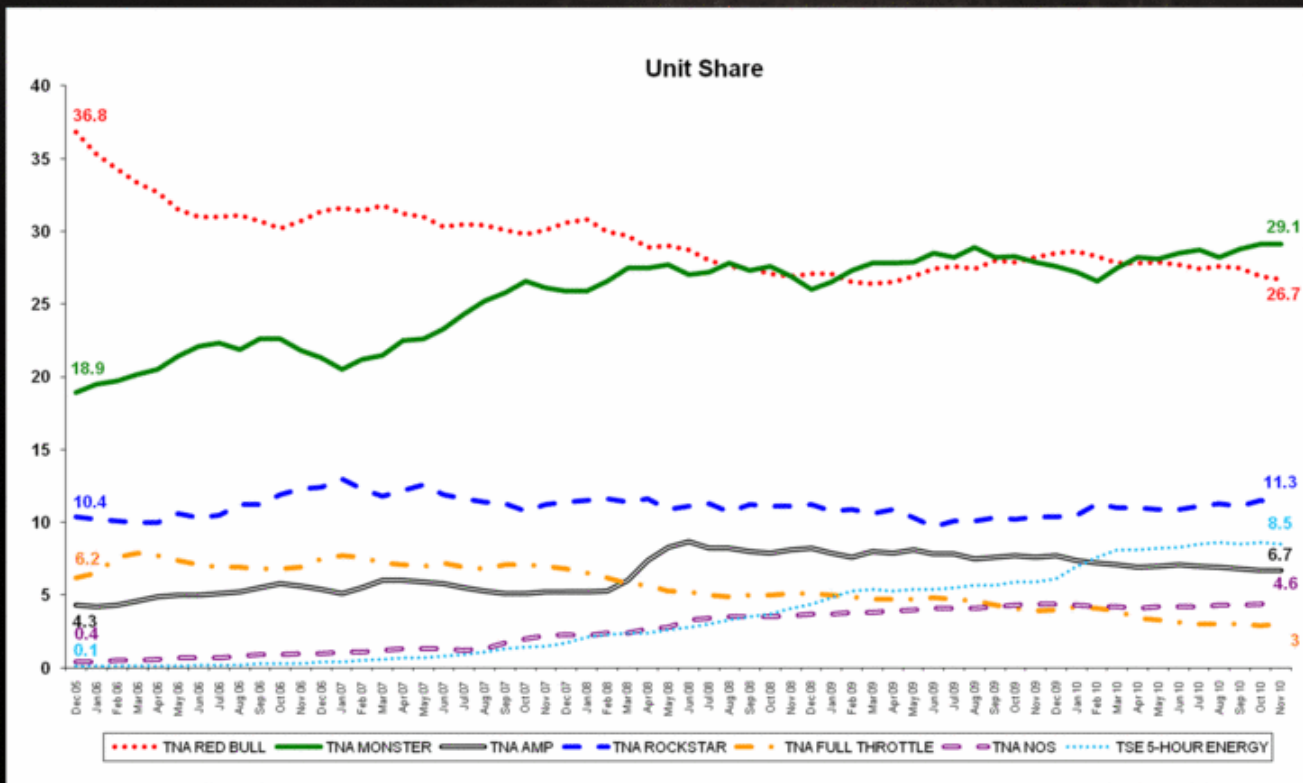


- The Monster Energy brand extended its market share lead in the Convenience Channel in units up 2.5 share points over Red Bull for a total unit share of 29.1%.¹
- The Monster Energy brand became the number one brand in the "All Outlets Combined" channel in units, earlier this year, with market unit share in the latest four week Nielsen reporting period totaling 28.1%²

¹ AC Nielsen Total US Convenience – 4 weeks ending 11/20/10

² AC Nielsen Total US AOC (Conv, Food, Drug, Mass – excl WalMart) – 4 weeks ending 10/23/10

Energy Drink Category



Source: AC Nielsen Total US Scantrack Convenience – 4 Weeks Ending 11/20/10

2010 Champions



Vaughn Gittin Jr.
Formula Drift Champion



Tucker Hibbert
Fourth straight X Games
Gold Medal



Pro Circuit
Supercross Lites
West Champion
East Champion



Sam Hill
Mountain Bike World
Champion



Johnny Greaves
2010 TORC Champion



X Games – Summer
and Winter
23 medals



Rick Huseman
2010 Lucas Series
Champion



Dustin Farthing
Jet Ski Champion

2010 Key Athletes & Teams



U.S Athletes



Pro Circuit
SX/MX Team



Kawasaki
Factory Team



Ricky Carmichael

World Wide Athletes



Valentino Rossi



Michael Schumacher



BMW Desert
Race Team

2010 Key Sponsorships



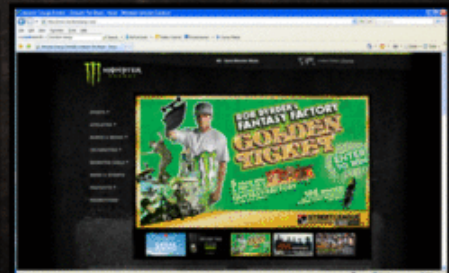
Electronic Marketing



7.7 Million facebook Fans



250,000 Monster Army Recruits



2010 Web Site Redesign



Launched May 2010



Gymkhana 2



Rally Car Jump



Billabong XXL Awards

Video/Film/TV Integration



Gymkhana 3 - 20 million Youtube views in three months



Rob Dyrdek Monster Video, Most Popular Entertainment video week of launch



Slash music video collaboration with Fergie from the Black Eyed Peas



Jackass 3D: World Wide Success featuring Wee Man



Summer X Games Commercial Free Monster Energy Block



Ken Block Featured in a Ford Fiesta TV Commercial



MTV Show featuring Monster Energy integration

Activating at Retail 2010



Q1

Supercross Sweepstakes



Q2

Slash's music give-away



Q3

Win a Ken Block Gymkhana replica car



Q4

Win a Trip to the Fantasy Factory



Activating at Retail 2011



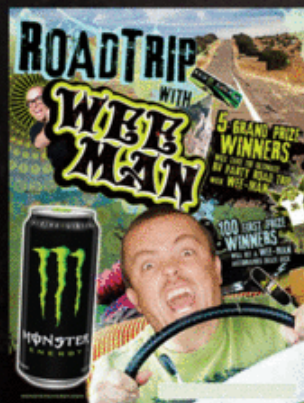
Q1

West Coast Customs



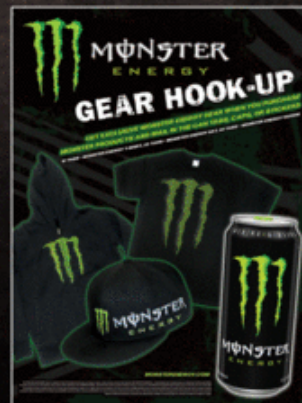
Q2

Road Trip with Wee Man



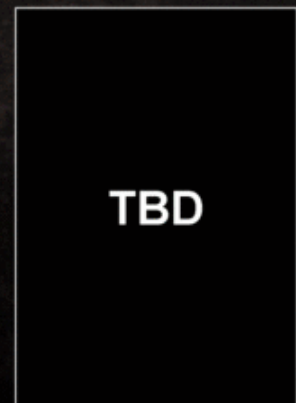
Q3

Monster Gear

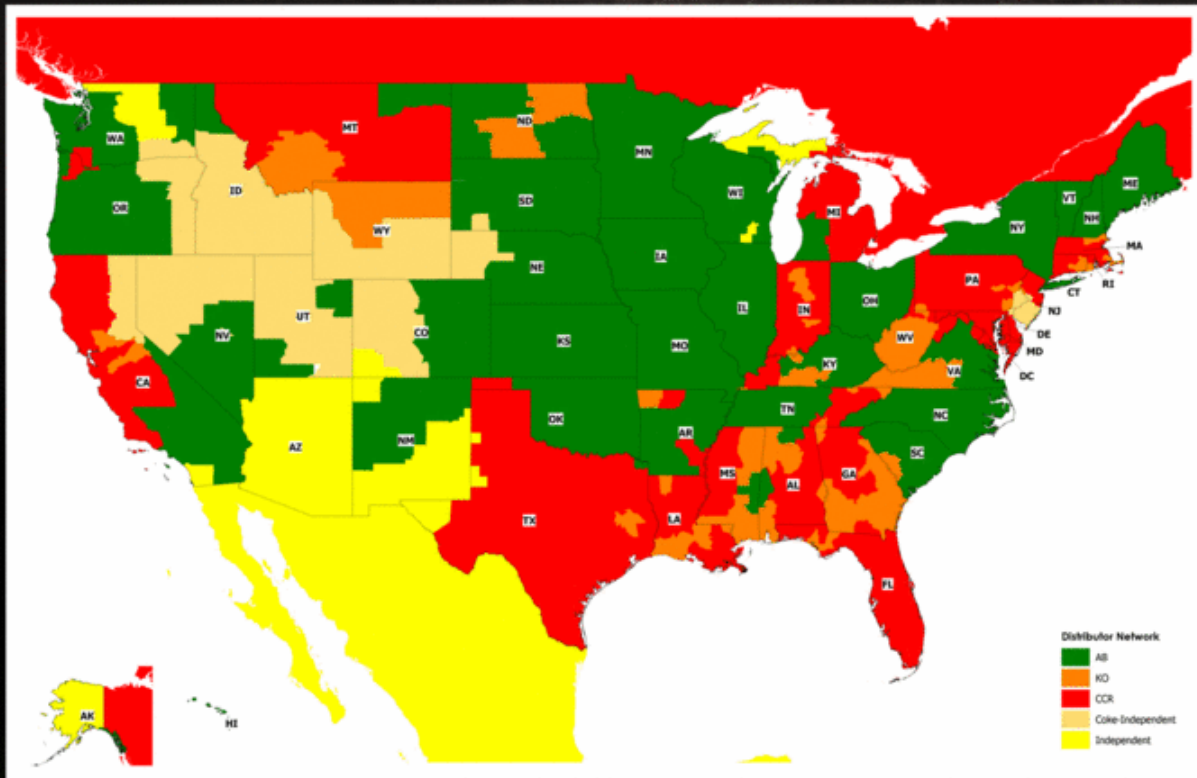


Q4

TBD



North American Distributors



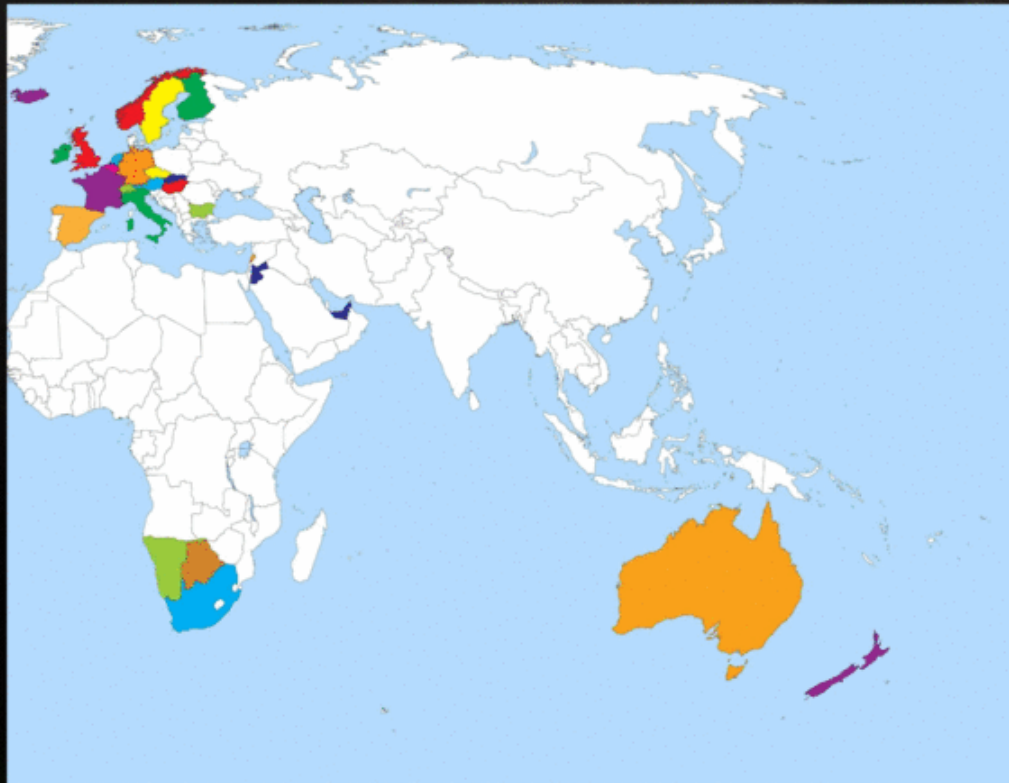
Note: Subject to ongoing changes from time to time

International Distribution



Note: Subject to ongoing changes from time to time

International Distribution



Monster Energy is currently distributed in 58 countries and territories outside of the U.S.

Note: Subject to ongoing changes from time to time

Peace Tea

Existing Line Up:



- 4.2 million cases already sold this year.
- Peace Tea has achieved encouraging consumer acceptance.

2011 Q1 Launch: March 2011



Worx Energy



- Launched in early Q4 with distribution by Coca Cola Refreshments and other distributors
- The energy supplement segment is growing at 39.6%*
- Worx will be supported with a traditional marketing plan that will include TV advertising

New Products



2010 Launches



Launched Q-3

Launched Q-2

Launched Q-2

New Products



Q4 2010 Launches



New Products



Q1 2011 Planned Launch



Warehouse Division Highlights

- Profitability impacted by increased off-invoice, promotional allowances and increased costs of goods
 - Price increases being implemented early 2011
- Updated Hansen's Soda graphics and expanded package offerings
- Expanded existing product lines
 - Hansen's Soda 8-count Fridge Package
 - Hansen's Natural Soda "The Grove" & Cola flavors
 - Blue Sky Free Zero Calorie Blue Energy
- Launched new product lines
 - Hubert's Lemonade
 - Admiral Iced Tea
- New for 2011
 - Junior Juice Garden Twist aseptic boxes
 - Junior Juice 100% Juice 46oz
- Growing Hansen's brand presence on East Coast
- Increased Social Media and "Word of Mouth" marketing
- Continued Stevia innovation



Updated Hansen's Soda



Hansen's Soda Cans



New 8-Pack Hansen's Soda Package

A Stevia Innovator



Hansen's Natural Lo-Cal Juices



Hansen's Natural fruit & tea stix



Blue Sky Free soda

A Stevia Innovator

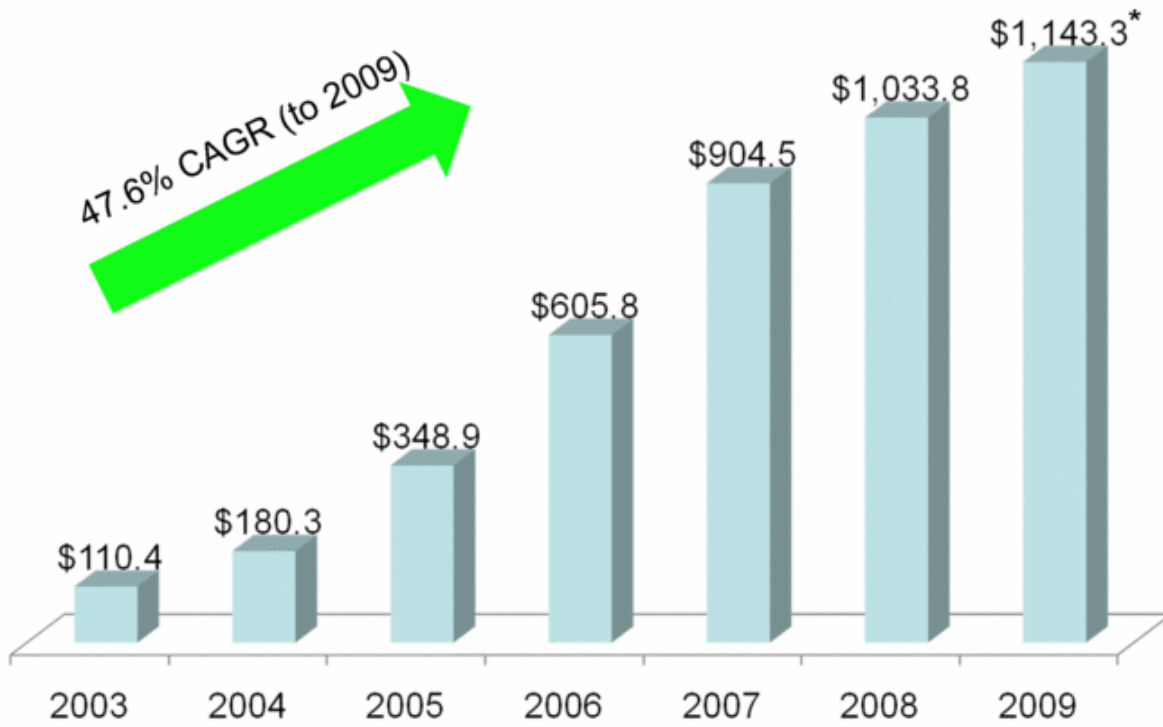


Hubert's Lemonade



Blue Sky Free Blue Energy

Net Sales (\$ in millions)



*Impacted by 4th Qtr 2009 buy-in

Net Sales (\$ in millions)



Reported Operating Income (\$ in millions)



Reported Operating Income (\$ in millions)



*Impacted by 4th Qtr 2009 buy-in

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.



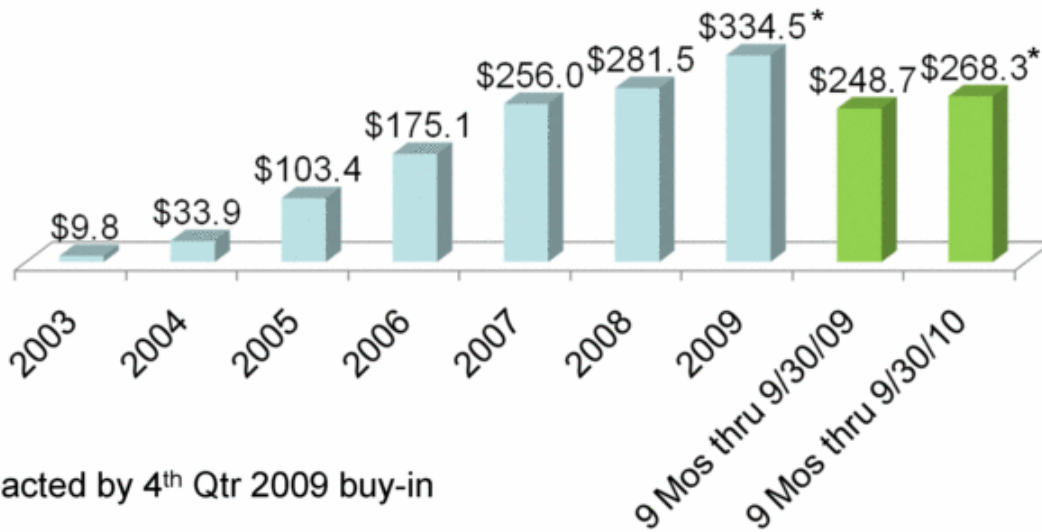
*Impacted by 4th Qtr 2009 buy-in

	2003	2004	2005	2006	2007	2008	2009
Reported OI	\$ 9.8	\$ 33.9	\$ 103.4	\$ 158.6	\$ 231.0	\$ 163.6	\$ 337.3
*Adjustments	-	-	-	16.5	25	117.9	-2.8
Adjusted OI	\$ 9.8	\$ 33.9	\$ 103.4	\$ 175.1	\$ 256.0	\$ 281.5	\$ 334.5



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

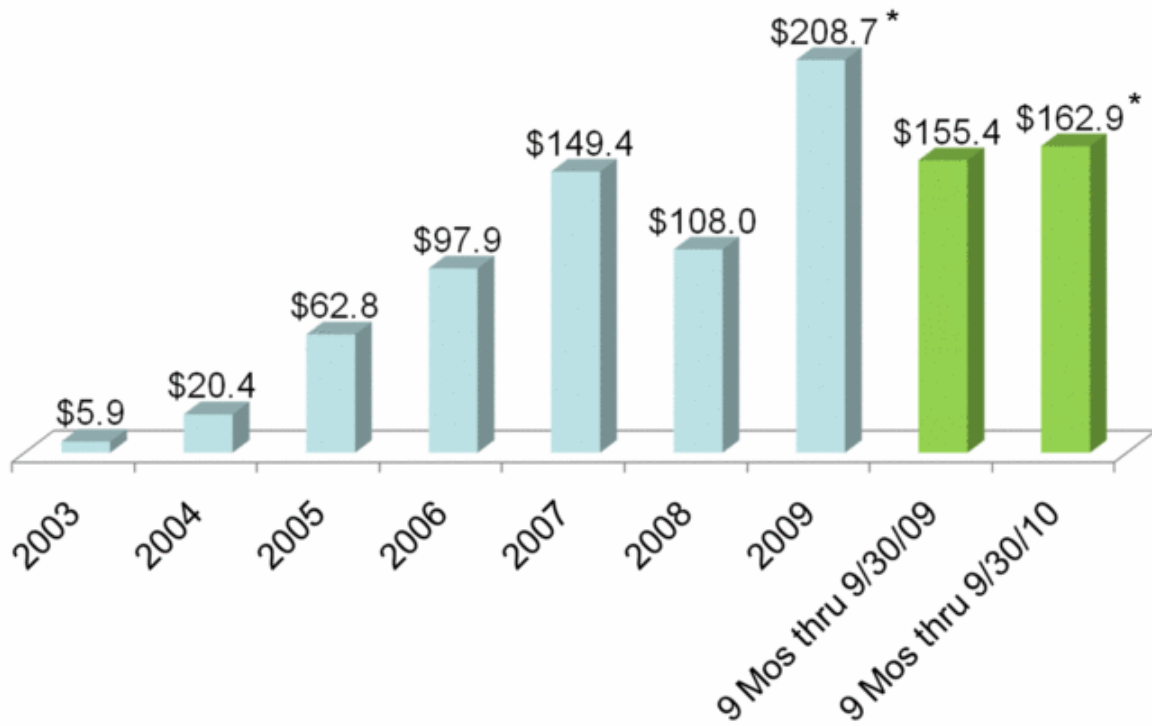
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*Impacted by 4th Qtr 2009 buy-in

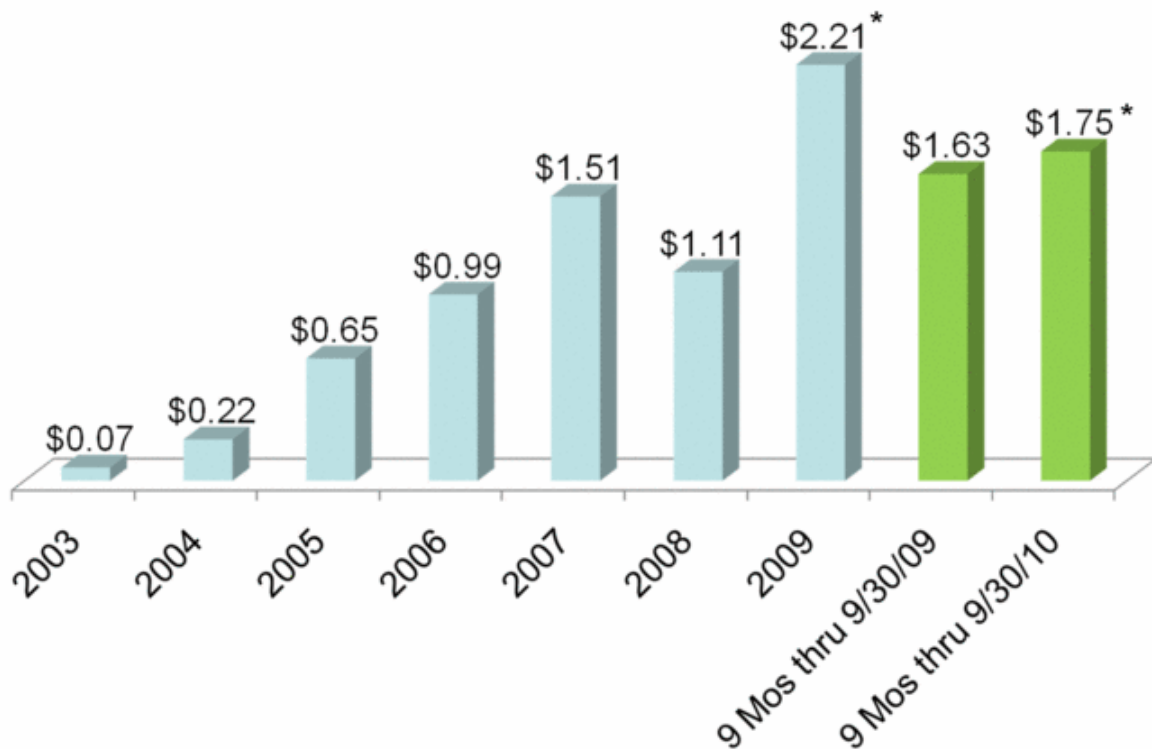
	2003	2004	2005	2006	2007	2008	2009	9 Mos thru 9/30/09	9 Mos thru 9/30/10
Reported OI	\$ 9.8	\$ 33.9	\$ 103.4	\$ 158.6	\$ 231.0	\$ 163.6	\$ 337.3	\$ 251.5	\$ 268.0
*Adjustments	-	-	-	16.5	25	117.9	-2.8	-2.8	0.3
Adjusted OI	\$ 9.8	\$ 33.9	\$ 103.4	\$ 175.1	\$ 256.0	\$ 281.5	\$ 334.5	\$ 248.7	\$ 268.3

Reported Net Income (\$ in millions)



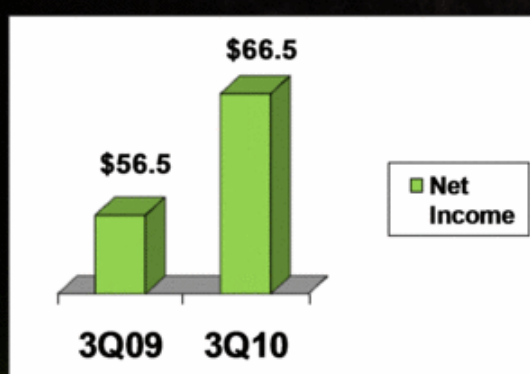
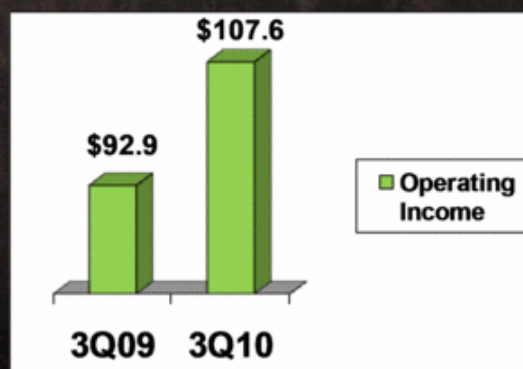
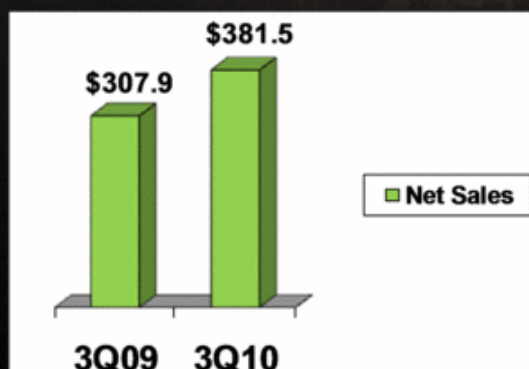
*Impacted by 4th Qtr 2009 buy-in

Reported Diluted Earnings Per Share



*Impacted by 4th Qtr 2009 buy-in

3rd Quarter Results (in millions except per share data)



Balance Sheet Highlights



(\$ in millions)

	September 30, 2010	December 31, 2009	Percentage Change
Cash and cash equivalents	\$509,629	\$328,349	55%
Investments:			
Short-term investments	\$ 24,203	\$ 18,487	31%
Long-term investments	\$ 46,002	\$ 80,836	-43%
Total Investments	\$70,205	\$99,323	-29%
Total cash and investments	\$579,834	\$427,672	36%
Trade accounts receivable, net	\$ 130,942	\$ 104,206	26%
Inventories	\$148,938	\$108,143	38%
Current liabilities	\$139,777	\$83,729	67%
Deferred revenue	\$124,929	\$131,388	-5%
Total stockholders' equity	\$761,974	\$584,953	30%

