## SEC Form 4

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# FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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*           |         |          | 2. Issuer Name and Ticker or Trading Symbol<br>HANSEN NATURAL CORP [ HANS ] | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) |                                     |                       |  |  |
|--|---------|----------|---|---|-------------------------------------|-----------------------|--|--|
| SACKS RODNEY C                                     |         |          |   | X   | Director                            | 10% Owner             |  |  |
| (Last) (First) (Middle)<br>C/O HANSEN NATURAL CORP |         | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year)                            |   | Officer (give title below)          | Other (specify below) |  |  |
|  |         | <b>、</b> | 01/13/2006  |   | Chairman and C                      | CEO                   |  |  |
| 1010 RAILROA                                       | AD ST   |          |   |   |                                     |                       |  |  |
| (Street)   |         |          | 4. If Amendment, Date of Original Filed (Month/Day/Year)                    | 6. Indiv<br>Line)   | idual or Joint/Group Filing (       | Check Applicable      |  |  |
| CORONA CA 92882                                    |         | 92882    |   | X   | Form filed by One Reporting Person  |                       |  |  |
|  |         |          |   |   | Form filed by More than C<br>Person | One Reporting         |  |  |
| (City)   | (State) | (Zip)    |   |   |                                     |                       |  |  |

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

| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transaction<br>Code (Instr.<br>8) |   | 4. Securities<br>Disposed Of<br>5) | Acquired<br>(D) (Instr | (A) or<br>3, 4 and | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following<br>Reported | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------|--|---|---|---|------------------------------------|------------------------|--------------------|---|---|---|
|                                 |  |   | Code                                    | v | Amount                             | (A) or<br>(D)          | Price              | Transaction(s)<br>(Instr. 3 and 4)  |   | (Instr. 4)  |
| Common Stock                    | 01/13/2006                                 |   | S <sup>(7)</sup>                        |   | 100                                | D                      | \$99.39            | 0   | I   | By HRS<br>Holdings<br>LP <sup>(1)</sup>                           |
| Common Stock                    | 01/13/2006                                 |   | S <sup>(7)</sup>                        |   | 3                                  | D                      | \$99.43            | 0   | I   | By HRS<br>Holdings<br>LP <sup>(1)</sup>                           |
| Common Stock                    | 01/13/2006                                 |   | S <sup>(7)</sup>                        |   | 3                                  | D                      | \$99.47            | 0   | I   | By HRS<br>Holdings<br>LP <sup>(1)</sup>                           |
| Common Stock                    | 01/13/2006                                 |   | S <sup>(7)</sup>                        |   | 103                                | D                      | \$99.49            | 0   | I   | By HRS<br>Holdings<br>LP <sup>(1)</sup>                           |
| Common Stock                    | 01/13/2006                                 |   | S <sup>(7)</sup>                        |   | 100                                | D                      | \$99.5             | 0   | I   | By HRS<br>Holdings<br>LP <sup>(1)</sup>                           |
| Common Stock                    | 01/13/2006                                 |   | S <sup>(7)</sup>                        |   | 100                                | D                      | \$99.51            | 0   | I   | By HRS<br>Holdings<br>LP <sup>(1)</sup>                           |
| Common Stock                    | 01/13/2006                                 |   | S <sup>(7)</sup>                        |   | 106                                | D                      | \$99.54            | 0   | I   | By HRS<br>Holdings<br>LP <sup>(1)</sup>                           |
| Common Stock                    | 01/13/2006                                 |   | S <sup>(7)</sup>                        |   | 100                                | D                      | \$99.55            | 0   | I   | By HRS<br>Holdings<br>LP <sup>(1)</sup>                           |
| Common Stock                    | 01/13/2006                                 |   | S <sup>(7)</sup>                        |   | 100                                | D                      | \$99.56            | 0   | I   | By HRS<br>Holdings<br>LP <sup>(1)</sup>                           |
| Common Stock                    | 01/13/2006                                 |   | S <sup>(7)</sup>                        |   | 97                                 | D                      | \$99.58            | 0   | I   | By HRS<br>Holdings<br>LP <sup>(1)</sup>                           |
| Common Stock                    | 01/13/2006                                 |   | S <sup>(7)</sup>                        |   | 1,000                              | D                      | \$99.75            | 250,000   | I   | By HRS<br>Holdings<br>LP <sup>(1)</sup>                           |
| Common Stock                    |  |   |   |   |                                    |                        |                    | 2,383,334   | I   | By<br>Brandon<br>Limited<br>Partnershi<br>No. 2 <sup>(1)</sup>    |
| Common Stock                    |  |   |   |   |                                    |                        |                    | 80,000  | D   |   |

| Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned |  |   |              |   |  |               |       |  |   |   |   |
|--|--|---|--------------|---|--|---------------|-------|--|---|---|---|
| 1. Title of Security (Instr. 3)  | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | Code (Instr. |   | Transaction Disposed Of (D) (<br>Code (Instr. 5) |               |       |  | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership |
|  |  |   | Code         | v | Amount   | (A) or<br>(D) | Price | Reported<br>Transaction(s)<br>(Instr. 3 and 4) |   | (Instr. 4)  |   |
| Common Stock   |  |   |              |   |  |               |       | 326,730  | Ι   | By<br>Brandon<br>Limited<br>Partnership<br>No. 1 <sup>(1)</sup>   |   |
| Common Stock   |  |   |              |   |  |               |       | 1,420,000                                      | Ι   | By Hilrod<br>Holdings<br>LP <sup>(1)</sup>                        |   |

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

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transa<br>Code (<br>8) |   | of<br>Deriv | r<br>osed<br>)<br>1. 3, 4 | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | of Securities   |                                     | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---|---|--|---|------------------------------|---|-------------|---------------------------|--|--------------------|-----------------|-------------------------------------|---|--|--|--|
|   |   |  |   | Code                         | v | (A)         | (D)                       | Date<br>Exercisable  | Expiration<br>Date | Title           | Amount<br>or<br>Number<br>of Shares |   |  |  |  |
| Employee<br>Stock<br>Option<br>(right to<br>buy)    | \$2.125   |  |   |                              |   |             |                           | (2)  | 02/02/2009         | Common<br>Stock | 200,000                             |   | 200,000  | D  |  |
| Employee<br>Stock<br>Option<br>(right to<br>buy)    | \$1.785   |  |   |                              |   |             |                           | (3)  | 07/12/2012         | Common<br>Stock | 300,000                             |   | 160,000  | D  |  |
| Employee<br>Stock<br>Option<br>(right to<br>buy)    | \$2.1   |  |   |                              |   |             |                           | (4)  | 05/28/2013         | Common<br>Stock | 300,000                             |   | 300,000  | D  |  |
| Employee<br>Stock<br>Option<br>(right to<br>buy)    | \$26.25   |  |   |                              |   |             |                           | (5)  | 03/23/2015         | Common<br>Stock | 300,000                             |   | 300,000  | D  |  |
| Employee<br>Stock<br>Option<br>(right to<br>buy)    | \$67.48   |  |   |                              |   |             |                           | (6)  | 11/11/2015         | Common<br>Stock | 150,000                             |   | 150,000  | D  |  |

Explanation of Responses:

1. The reporting person is one of the general partners of each Brandon Limited Partnership No. 1, Brandon Limited Partnership No. 2, HRS Holdings, L.P. and Hilrod Holdings, L.P.

2. Immediately.

3. The options are currently vested with respect to 80,000 shares. The remaining options vest on July 12, 2006.

4. The options are currently vested with respect to 180,000 shares. The remaining options vest in two equal installments on January 1, 2007 and 2008.

5. The options vest in five equal installments on March 23, 2006, 2007, 2008, 2009 and 2010.

6. The options vest in five equal installments on November 11, 2006, 2007, 2008, 2009 and 2010.

7. The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by HRS Holdings, L.P. on December 29, 2005.

Rodney C. Sacks

\*\* Signature of Reporting Person

01/17/2006 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.

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