
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, DC 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): **March 8, 2007**

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.)

**1010 Railroad Street
Corona, California 92882**

(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 March 8, 2007, the Chairman of the Company will deliver a presentation at the Innobev Third Global Soft Drinks Congress to be held at The Westin Palace Hotel in Madrid, Spain. A copy of the slides that will be used in the presentation is 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.

Hansen Natural Corporation

Date: March 7, 2007

/s/Hilton H. Schlosberg

Hilton H. Schlosberg
Vice Chairman of the Board of Directors,
President and Chief Financial Officer

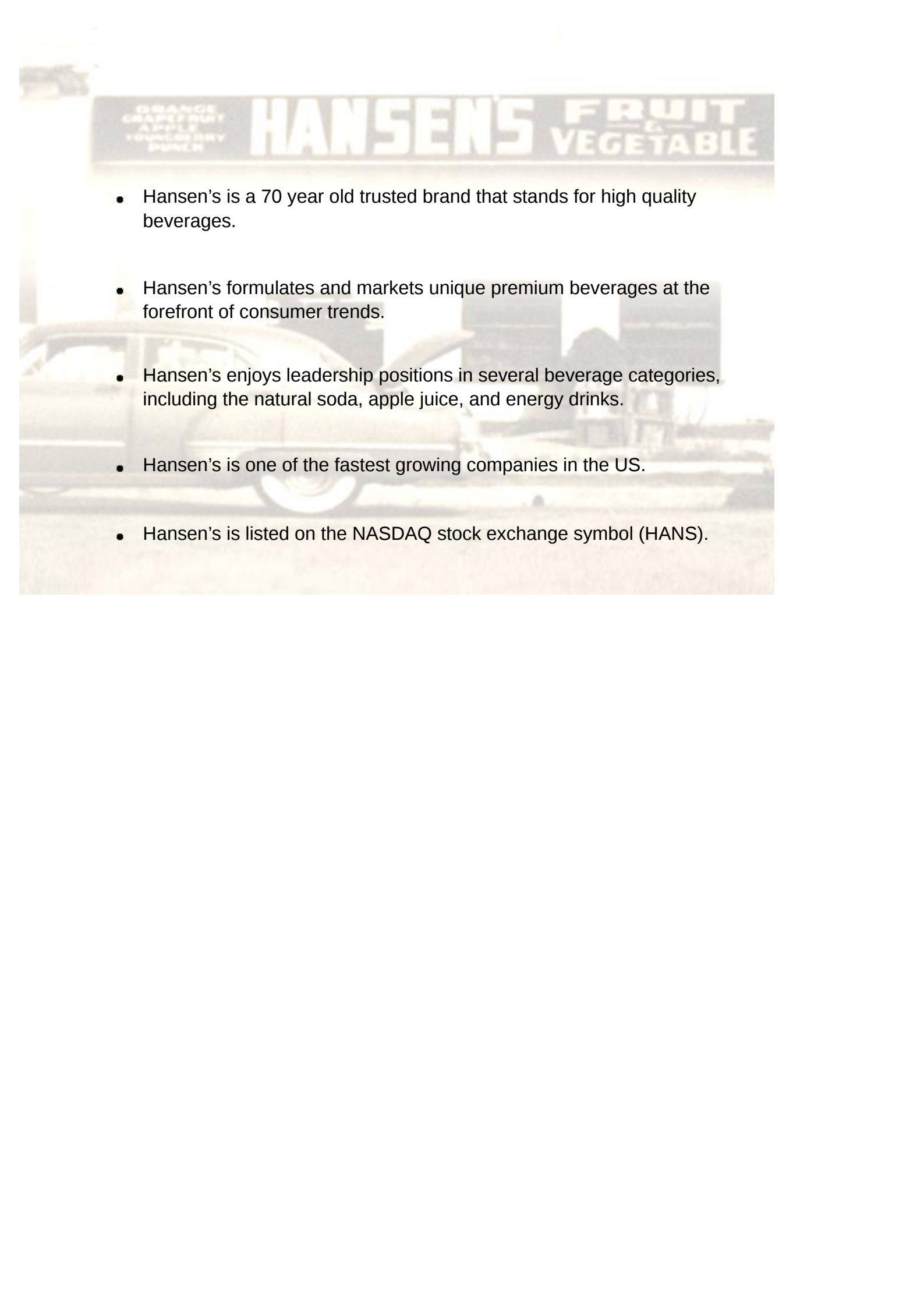
ORANGE
GRAPEFRUIT
APPLE
YOUNGBERRY
PUNCH

**HANSEN'S FRUIT
&
VEGETABLE**



SAFE HARBOR STATEMENT

This material contains certain “forward-looking” statements. These statements are based on management’s current expectations and are naturally subject to uncertainty and changes in circumstances. Actual results may vary materially from the expectations contained herein and readers/listeners are cautioned not to place undue reliance on any forward-looking comments. For a review of specific risk factors, please refer to our statements filed at the Securities and Exchange Commission. Hansen Natural Corporation undertakes **no** obligation to update or alter its forward-looking statements, whether as a result of new information, future events or otherwise.



ORANGE
GRAPEFRUIT
APPLE
YOUNG BERRY
PUNCH

HANSEN'S FRUIT
& VEGETABLE

- Hansen's is a 70 year old trusted brand that stands for high quality beverages.
- Hansen's formulates and markets unique premium beverages at the forefront of consumer trends.
- Hansen's enjoys leadership positions in several beverage categories, including the natural soda, apple juice, and energy drinks.
- Hansen's is one of the fastest growing companies in the US.
- Hansen's is listed on the NASDAQ stock exchange symbol (HANS).



Natural Sodas



Fruit Juices

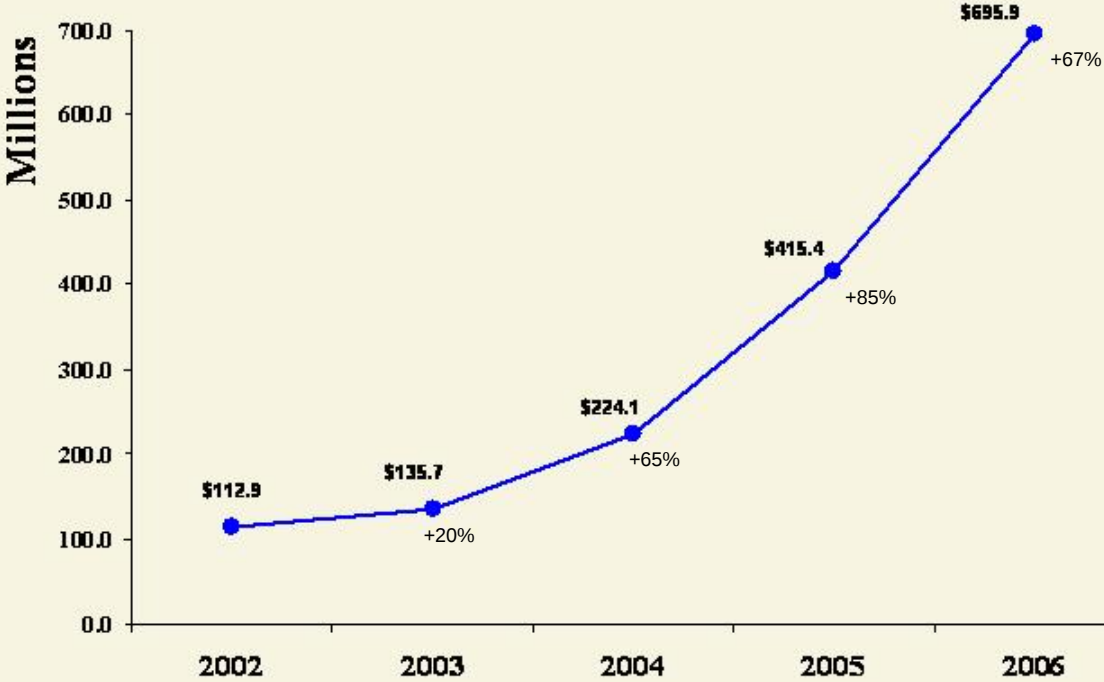


Monster Energy Drinks



Energy Drinks – Allied Brands

Annual Gross Sales (net of cash discounts & returns)



Stock Performance



Market Cap US \$2.99 Billion



Beverage Forum Company of the Year
2004 and 2006

JAMES GRANT SLAMS
ALAN GREENSPAN

The Baddest Money Man
This Airline Coins Money

OCTOBER 31, 2005 | WWW.FORBES.COM

Forbes

SMALL-CAP WINNERS

14 STOCKS
TO BUY NOW

ALSO

200
BEST-RUN
SMALL
COMPANIES



ENTREPRENEURS
OF THE YEAR
ENCORE ACQUISITION
CASHES IN ON
THE OIL BOOM

200 Best SMALL COMPANIES

The Top 10

What it takes to rise above the masses. By Lesley Kump and Jack Gage

IF YOU'RE LOOKING FOR A LIST OF THE HOTTEST RESURGENCES of the moment—and we come to the wrong place. Our list of the 200 Best Small Companies doesn't do fables in the past. It does, however, feature solid and consistent hitters that have performed well when measured over the last 12 months and the past five years, and are poised for another growth spurt.

Look, for example, at the 16 oil and gas companies this year. Eight of them have rigs in the Gulf of Mexico and may encounter a shock to operations in the third and fourth quarters. But as a group they should continue to show healthy balance sheets and, thanks to high energy prices, strong future cash flow.

With consumer spending holding reasonably well, retail and apparel are still strong categories, represented by 14 companies. But not just any retailers that, say, expand via new units. We look for ones with sustained growth, like 1980s Sporting Goods (number 74), whose same-store sales growth hit 6% last year.

The list is dominated by health and medical companies, 40 in all. They range from Cytex (number 48), which develops tests for cervical and breast cancer screening, to newcomer Bentley Pharmaceuticals (number 76), a generic drug maker.

Strong growth is not enough to make the list. A list of trouble-free health care companies possessing confidence: First Marblehead, which services student loans, looked great on paper. But its reliance on gain-on-sale accounting—perfectly legal—can distort results by booking revenue long before the cash comes in. (Separately, its chief executive resigned in late September after allegedly violating the company's gift policy.)

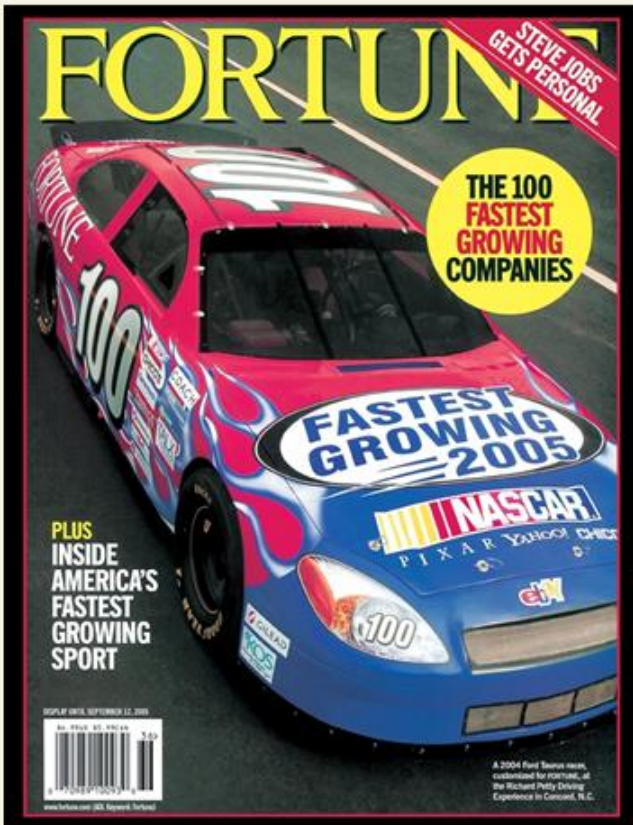
Fifteen companies grew off the list this year. Among them Fair Isaac, which helps business analyze customers. An 11-year veteran of the 200 list, the company moves on after racking up \$780 million in sales over the last 12 months. Our members have revenue between \$5 million and \$750 million. Net profit margins must be greater than 3%, and share prices above \$5 as of Sept. 29. We will exclude financial institutions, utilities and B2B's. A tip of the green visor to William O'Neil & Co. in Los Angeles, which helped crunch the numbers.

1 Hansen Natural

Drive a steel roller of fruit juices and sodas, the company introduced a leader in 2002 with Monster Energy, a caffeine-loaded drink aimed at teens and thirtysomething males. Over the past 12 months sales have jumped 8% to \$243 million—nearly three-quarters of that from energy drinks. Chief Executive Raulo Sillanpaa is now after a bigger audience, with the more powerful Monster Energy Assault, targeted at Little Leaguers, and Khono, which contains 70% juice, aimed at more laid-back working adults and stay-at-home moms.



Forbes #1 Small Company 2005



2005 FASTEST-GROWING

HANSEN NATURAL
'Unleash the beast!'

Not too long ago, Hansen Natural was a sleepy alternative-beverage company built around a holistic tonic. Energy blends like Mountain Dew were their thing. Then CEO Richard Sachs noticed people gripping down on so-called energy drinks during several trips abroad, and everything changed. He decided to take a shot at the "functional drink" market.

Hansen's first effort—a somewhat wild brew, called "Unleash the Beast"—was quickly taken out of the company's portfolio. But when he saw customer feedback, he realized he had a winner. The new beverage, called "Unleash the Beast," was a perfect storm of ingredients: a mix of natural caffeine, ginseng, and other herbs. The result was a functional beverage that was both healthy and energizing. It was a perfect storm of ingredients: a mix of natural caffeine, ginseng, and other herbs. The result was a functional beverage that was both healthy and energizing.

At a Glance
HANSEN NATURAL
 1992, Cedar, Wis.
 CEO: Richard Sachs
 Sales: \$17 million
 Market cap: \$10 million
 Employees: 200
 Key products: Unleash the Beast

with industry leader Red Bull—with one exception: Hansen's formula—he would have to consume a whole new beast.

When the company launched an energy brew in 2003, the Hansen name was not in it. Hansen, it was called, and it came in a 16-ounce can with a double kick. It had an edge (ginger ("Unleash the Beast") and a natural caffeine kick, offering competitive and more potent as well as a natural boost. The strategy worked. Hansen's formula is a natural in the energy drink biz. In the most recent fiscal year, the drink helped fuel a 200% increase in Hansen's profits. Now Hansen focuses on such brands as Mountain Dew, Ansett, and Red Bull.



2005 RANK	2004 RANK	INDUSTRY	2005 REVENUE (\$ MIL)	% CHG. VS. 2004	2005 NET INCOME (\$ MIL)	% CHG. VS. 2004	2005 MARKET CAP. (\$ MIL)	2005 EMPLOYEES	2005 TOTAL RETURN TO INVESTORS (%)	COMMENTS
38	39	CONSUMER PRODUCTS	1,000	10%	100	15%	100	100	10%	Expanded electronic financial statements for 2004, prepared solely for internal use.
39	38	CONSUMER PRODUCTS	1,000	10%	100	15%	100	100	10%	Online auctioneer marks health care company's first step in the Web 2.0 era.
40	41	CONSUMER PRODUCTS	1,000	10%	100	15%	100	100	10%	Highly regarded for being the first to offer a "green" product.
41	42	CONSUMER PRODUCTS	1,000	10%	100	15%	100	100	10%	Energy drink Mountain Dew's sales are up 10%.
42	43	CONSUMER PRODUCTS	1,000	10%	100	15%	100	100	10%	Integrative medicine division uses electrical current to manage pain.
43	44	CONSUMER PRODUCTS	1,000	10%	100	15%	100	100	10%	Third-party coal makes the market, gets back to square 1 for retailers.
44	45	CONSUMER PRODUCTS	1,000	10%	100	15%	100	100	10%	Has 80% of revenue in natural gas. Focus on SouthWest.

Fortune Magazine Top 100 Fastest Growing Companies 2005



BusinessWeek #2 Company to Watch 2006

Forbes

October 30, 2006

The Top 10

The best of the best.

By Jack Gage with Kurt Badenhausen and Maya Roney

Our list of the 200 Best Small Companies in America ferrets out the most robust, fundamentally disciplined public outfits with sales between \$5 million and \$750 million. To qualify, a company must have a share price above \$5 as of Sept. 29, as well as a respectable return on equity and 12-month and 5-year growth figures for sales and net profits. These winners have come through a tough year, contending with suddenly high energy costs and a string, only recently broken, of 17 interest-rate hikes by the Fed. Not surprisingly, most of these 200 scrappy players carry low debt burdens. Twenty-one companies grew too large for our list this year; roughly 30% of last year's members were not invited back, typically because of declining earnings in recent quarters.

Investors have, by and large, recognized the superior performance of these companies, and so their shares are not cheap, although they tend to do well in bull markets for growth stocks. Recently value, not growth, has been the strong suit on Wall Street. Last year's list has gained 6.5% over the past 12 months, compared with 12.2% for the Russell 2000 Index.

200 Best Small Companies



2 Hansen Natural

-----FIVE-YEAR AVG-----

ROE ¹	SALES GROWTH	EPS GROWTH	NET MARGIN ²	DEBT/EQUITY ³
31	34%	78%	8.2%	8%

What started as the Fresh Juice Co. in the 1930's has burst into energy drinks, vitamin water and powdered juice—a splashy player in an \$18.7 billion industry with double-digit annual growth. So sweet is the "alternative beverage" category that Coca-Cola and PepsiCo are stocking grocery shelves with their own versions. Outsourcing manufacturing and distribution keeps Hansen lean and lithe in a quirky business. It has increased marketing outlays 55% this year to get its brand out there at extreme sporting events and via in-store promotions. A looming challenge: a new energy drink called Cocaine, from Redux Beverages, a caffeine-laced concoction claiming to be 350% more powerful than Red Bull.

RANK	COMPANY (consecutive years on list)	RETURN ON EQUITY 5-year average %	GROWTH		SALES Latest 12 months (\$mil)	NET INCOME Latest 12 months (\$mil)	RECENT PRICE (\$)	P/E 2007 estimate	MARKET VALUE ¹ (\$mil)
			SALES 5-year average %	EPS 5-year average %					
1	NutriSystem direct-channel marketer of weight-management programs	26▲	55▲	105▲	414	56	62.29	22	2,259
2	Hansen Natural (3) distributes soft drinks & juices	31▲	34▲	78▲	479	88	32.48	20	2,946

Forbes #2 Best Small Company 2006

AMERICA'S 100 FASTEST-GROWING COMPANIES
MICHAEL DELL: "WE'RE IN THE PENALTY BOX."

FORTUNE

OCTOBER 16, 2006 \$4.99

The Power Of

Philanthropy

Love him or hate him, Bill Clinton is a force. He's got Gates and even Murdoch onboard. A cool-eyed look at a new business model in the battle to save the world.

BY BETHANY McLEAN



PLUS ROBIN HOOD: WALL STREET'S WAR ON POVERTY BY ANDY SJERWER

100 FASTEST-GROWING COMPANIES

The Class of '06

Welcome to our annual ranking of supercharged performers.

DURING FIVE TIMES that FORTUNE has compiled our list of the 100 Fastest-Growing Companies, we've learned a few things. One is that sustaining growth at these levels ain't easy. Only 43 of the 100 companies from last year's list made the grade again this year. Another is that being in the right place at the right time can be just as important as how you run your business. The latest example: In 2005, oil prices averaged \$52 a barrel, up from \$38 a barrel in 2004. Help? Almost a third of the

companies on this year's list are in the energy sector, including No. 1, Veeva Energy.

To compile the rankings, we use data from Zacks Investment Research and give equal weight to three factors: profits and sales growth (for three years through the first quarter of 2006) and three-year total returns (through June). For additional details, see fortune.com.

BY MICHAEL GAZDAR (SEE LIST), ANNELOU LAM, GERRARD HENNING, AND WILM BURGESS BARRETT, CHRISTOPHER TRAVIS, RENEE K. BICKNER

2006 RANK	2005 RANK	2005 COMPANY	2005 REVENUE (\$ MIL)	2005 NET INCOME (\$ MIL)	2005 PER SHARE EARNINGS	2005 MARKET VALUE (\$ MIL)	2005 P/E RATIO	2005 P/B RATIO	2005 P/S RATIO	2005 P/C RATIO	COMMENTS
1	1	Veeva Energy (TX)	147%	\$10.9	81%	\$10	12%	11	11	11	No secret here: Expensive oil has made it a giant of sales.
2	2	Harbor Medical, Inc. (TX)	137%	\$10.0	81%	\$10.0	12%	21	21	21	Debt-free maker gets its boost from Medicare-based energy drive.
3	3	Arbor Holdings (TX)	126%	\$14.3	89%	\$17.1	14%	14	14	14	Global spin allows the market for the leader of baby seals.
4	4	Envision Copper (TX)	123%	\$1,023.0	81%	\$4,287.8	14%	7	7	7	Bright copper prices boost growth; operations in Peru and Mexico.
5	5	LED Systems (TX)	120%	\$18.4	81%	\$11.6	14%	23	23	23	The eye has it: LED's energy provider operates 55 U.S. stores.
6	6	Palomar Medical Technologies (TX)	117%	\$10.2	80%	\$11.8	14%	28	28	28	Light and laser devices for hair removal, acne, and varicose veins.
7	7	Arboris (TX)	115%	\$10.1	80%	\$10.1	14%	17	17	17	Home-making care and hygiene specialist is leading smaller firms.
8	8	EDGE Petroleum (TX)	110%	\$16.1	81%	\$10.2	14%	16	16	16	Independent has 81% drilling success rate and record returns.
9	9	Harbor Tech (TX)	107%	\$23.0	80%	\$1,707.3	14%	10	10	10	Mix of gases for oil and gas wells is set to merge with Denset.
10	10	MORRIS (TX)	107%	\$1,104.8	80%	\$2,520.3	14%	9	9	9	Rising global demand helps nation's engine manufacturer.
11	11	Frontier Oil (TX)	107%	\$20.7	80%	\$4,216.7	14%	7	7	7	Independent oil refiner and marketer enjoys run up in prices.
12	12	Apptimum (TX)	107%	\$11.0	80%	\$11.0	14%	22	22	22	Digital content provider shows 100% of sales from stock photos.

N/A: Not available. *The S&P 500 returned 11.2% annually over the same period. †Through the quarter ended March 31, 2006. ‡Gross Income, Market Cap, Book Value of the company. ††The company's performance from inception/first public offering. †††2005.

Fortune #2 Fastest Growing Company 2006

Advertising Age

MARKETING 50

What do these brands have in common? Great design and outreach to consumers, just for a start. **R 5-1**



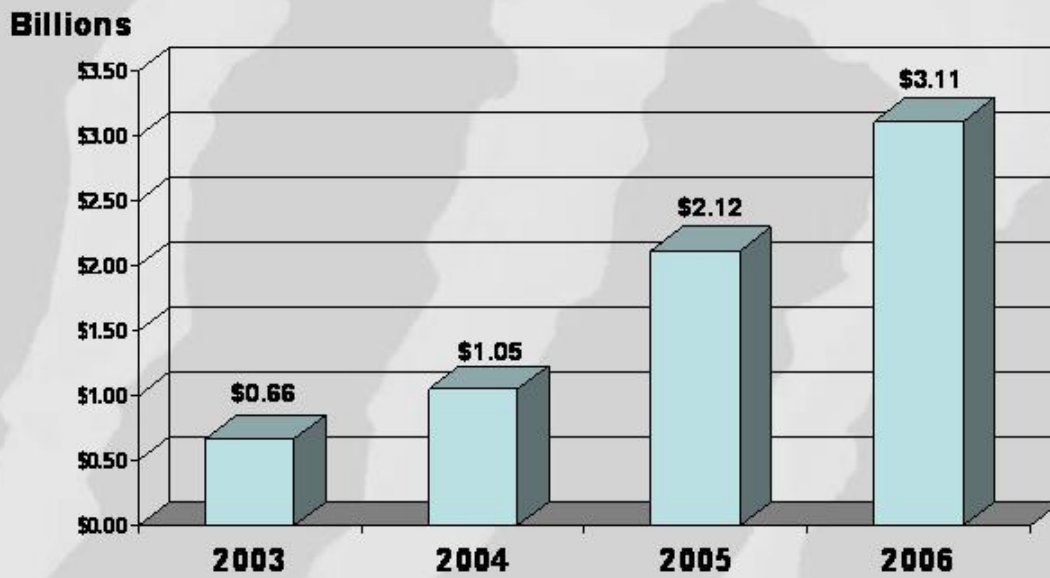
Monster **Mark Hall**

MARK HALL IS a sort of Dr. Frankenstein, and by creation, growth is accelerating. It's called Monster, but think (paraphrasing not quoting), with sales volume up 17% this year to date, Mr. Hall's energy drink in the over-saturated market with the glowing-green clawed M logo is giving rivals like Red Bull and Rockstar something to fear.

Mr. Hall is senior VP of Hansen Natural Corp., although his business card reads "Monster Man," "I'm not a business person," he says, adding that he studied chemistry in college. Still, he's the mastermind who dreamed up the extreme answer to Red Bull. Monster favors the scraggy underdog image and regularly subvert to health efforts. In-house produced marketing includes posters, limited print ads, and PR stunts like a tricked-out Ferrari that visits events. His formula? "In real life, the guy who quits first loses and we're not quitters," he says. "We've been doing this as long as anyone and we're never going to quit. You can respect your competition but don't fear them." —KATE MACARTHUR

Advertising Age Top 50 Brands Award

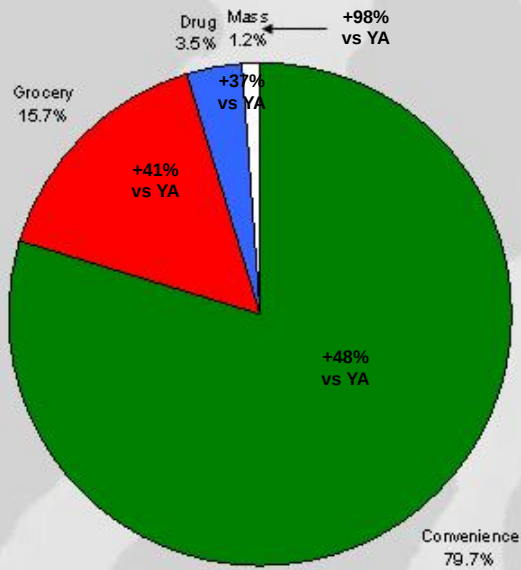
U.S. Energy Category \$ Volume in All Channels



Source: AC Nielsen Total US All Outlets Combined Excluding Wal Mart (Expansion Markets introduced in Convenience Channel in 2005)

2006 U.S. Energy Category Share \$ Growth by Retail Channel

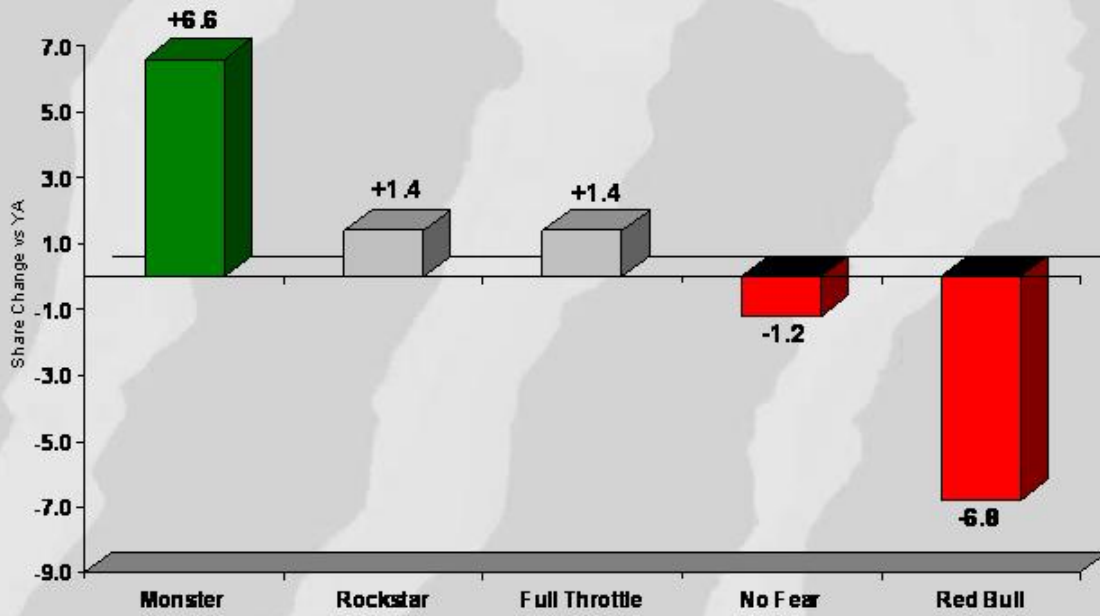
Energy Category Total US \$3.11 Billion
+47% vs YA



Source: AC Nielsen Total US Excluding Wal Mart (Expansion Markets used in Convenience Channel)

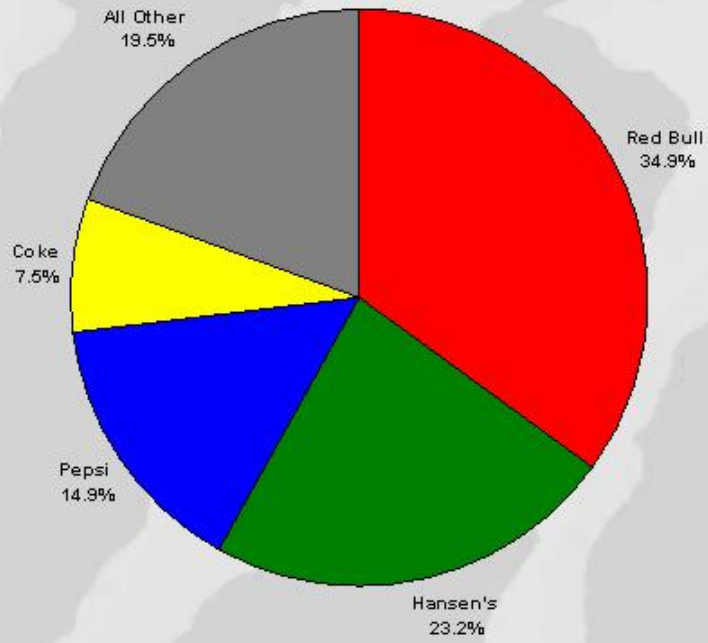
U.S. Energy Category 2006 Brand Share Change

No other brand in the category has picked up as much share as Monster.



Source: AC Nielsen Total US CTMM Expansion Full Year 2006

U.S. Energy Category Manufacturer Share



Source: AC Nielsen Total US CTMM Expansion Full Year 2006

U.S. Retail Pricing

	Unit Price
8oz Red Bull	\$2.07
16oz Amp	\$2.17
16oz Monster SKU's	\$2.16
16oz No Fear SKU's	\$2.15
16oz Adrenaline Rush	\$2.14
16oz Rockstar SKU's	\$2.13
16oz Full Throttle SKU's	\$2.09



MONSTER
ENERGY



U.S. Distribution Partners



Cadbury Schweppes





Monster Energy Positioning



Monster is a brand with an attitude - aggressive, sinister, mysterious, cool and fun. Monster is about action sports, rock music, partying, chicks, living life on the edge and going big.



Monster Drinkers



Young people of both sexes who are fearless, early adapters, fashion forward, opinion leaders.

Sports Marketing





Monster Sports

Monster has assembled the most influential and core professional athlete roster targeting the difficult to reach young adult in an edgy way.



100+ Professional Athletes



Monster Energy Kawasaki Race Team

Monster Energy has joined forces with Factory Kawasaki to sponsor their entire race program.





Monster Energy Kawasaki Race Team



James Stewart



Tim Ferry





Team Monster Energy

Pro Circuit Supercross/Motocross

Team Monster Energy/Pro Circuit/Kawasaki

Christophe Pourcel



Brett Metcalf



Ryan Villopoto



Chris Gosselaar



Ben Townley



Team Monster Energy

Supercross/Motocross



Ricky Carmichael
15x Champion



Ivan Tedesco
2005 Supercross &
Motocross Lites Champion



Moto-GP



John Hopkins





NHRA Drag Racing

Legendary six-time NHRA Champion



Kenny Bernstein



SCORE Baja 1000 Team

Alan Pflueger





Dakar Rally Team

Robby Gordon





Rally Car



- Driver Ken Block #43

- 2005 Rally America Rookie of the Year
- X Games 12 Rally Racing Bronze Medalist
- 2006 Rally America Championship 2nd Place Overall
- 171 Foot Rally Car Jump for Stunt Junkies





Team Monster Energy

Snowcross

- Tucker Hibbert
 - 2007 Winter X-Games Gold Medal
- Paul Thacker
 - world distance snowmobile jumping record holder





Team Monster Energy

Freestyle Snowcross

- Chris Burandt
 - 2007 Winter X-Games Gold Medal
- Paul Thacker
 - world distance snowmobile jumping record holder





Team Monster Energy

Freestyle MX



Nate Adams



Mike Metzger – X-Games/Dew Tour



Adam Jones - X-Games/Dew Tour



Ryan Capes –
World record long distance jump

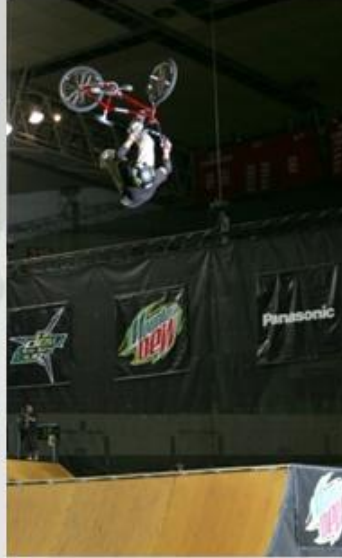


Team Monster Energy

BMX



TJ Lavin - X-Games/Dew Tour
Top BMX Competitor and Host
of MTV Road Rules Challenge



Dave Mirra



Ryan Guettler - X-Games/Dew Tour



Team Monster Energy

Skateboarding



Greg
Lutzka



Taylor Smith



Pierre-Luc Gagnon



Jereme Rogers



Jake Brown



Team Monster Energy

Surfing



Cory Lopez



Shane Dorian



Makua Rothman



Casey Brown



Dane Reynolds



Team Monster Energy

Snowboarding



Nate Holland – BoarderX
Winter X-Games Gold Medalist
US Olympic Team



Danny Kass -
Slopestyle/Superpipe
Winter X-Games Bronze medalist
US Olympic Team



Andy Finch -
US Olympic Team



Mark Frank Montoya –
Slopestyle
X-Games



Prescilla Levac –
Slopestyle
X-Games



Team Monster Energy

Freeskiing



CR Johnson – X-Games



Peter Olenick – X-Games



Corey Vanular – X-Games



Team Monster Energy

Wakeboarding



Danny Harf - X-Games



Shane Bonifay - X-Games



Shawn Watson - X-Games



Daniel Watkins - X-Games



Melissa Marquardt - X-Games



Team Monster Energy

Mountainbike



Sam Hill – 2006 World Champion



Rich Houseman



Monster Army





Magazine Coverage





Television Coverage



Music





Ozzfest



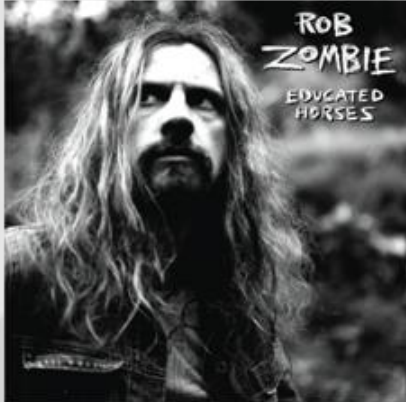


Warped Tour





Headliner Bands





Local Bands

Monster Energy sponsors 50 of the most influential local bands to infiltrate the local music and club scene.



Lifestyle



Wee Man



Matt Hotch



Rick Thorne



Field Marketing

- Monster is a grassroots brand that can't be built from a headquarters.



Monster Ambassador Teams



MAT



Brand Trial

1.5 Million samples delivered peer-to-peer



Collegiate Ambassador Team



CAT



Collegiate Ambassador Teams



- Collegiate Ambassador Teams (CAT)
 - Large colleges and universities with 10,000+ students
 - CAT's get Monster at all the right parties
 - Study halls are stocked with Monster during finals week
 - Monster is at all the right fraternity and sorority functions
 - Monster is at intramural sporting events



Monster Allies

- Monster has a host of credible marketing partners that lend credibility to the brand.





www.MonsterEnergy.com



- Extensive image focused web site deep in complexity and content.
- Daily updates with news and events keeps site fresh.
- Consumer interactive contests.
- Actively promoting traffic with web-based advertising and hyperlinks from other sites.



Las Vegas Monorail



- 35,000 riders per day
- In car video screens featuring action sports athletes
- Monster vending machines are outselling water vending



TRADE DEVELOPMENT MANAGERS



- T.D.M.'s are our "Feet in the Street" to provide support where it does the most good - at account level.
- Trained sales professionals who don't take "no" for an answer.
- T.D.M.'s sell-in product, set coolers and merchandise, building "quality distribution".
- Logo identified vans supplied by HBC.



Trade Development Managers

Winning the war at retail



2007 Consumer Promotions

Jan. 1 - April 30



May 1 - June 30



May 1 - Aug. 31



Sept. 1 - Dec. 31



Retail Activation of Marketing Platforms



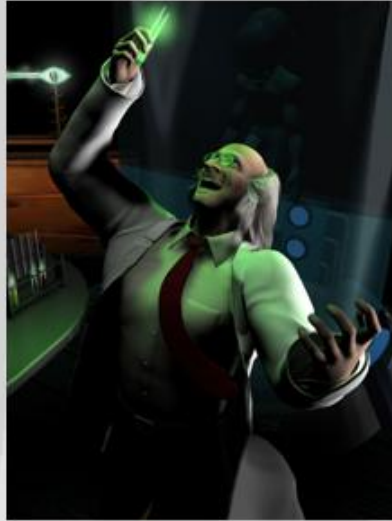
Merchandising Support



Wearables



New Products





The Juice is Loose...

The Magical smells in the air driving to the Monster Energy Pipeline Pro Surf competition on the North Shore of Oahu was our inspiration for new Monster M-80.

We started with a killer combo of tropical juices, added in some original Monster flavor then souped it up with a full load of our potent Monster Energy blend.

Banzai!

Monster M-80...another radical "Juice Monster" hybrid with explosive flavor and the big bad Monster buzz you know and love!

M-80

80% Juice - 100% Monster

