

HYSELL ROBERT B
Form 3
June 11, 2012

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0104
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â HYSELL ROBERT B		(Month/Day/Year)	FLOWERS FOODS INC [FLO]	
(Last)	(First)	(Middle)	06/01/2012	
4570 RIVER MANSION COURT			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
DULUTH, GA 30096			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below)	(specify below)
			Pres-Flowers Foodservice Group	6. Individual or Joint/Group Filing(Check Applicable Line)
				<input checked="" type="checkbox"/> Form filed by One Reporting Person
				<input type="checkbox"/> Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	9,371	D	Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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 control number.

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
--------------------------------------------	----------------------------------------------------------	-----------------------------------------------------------------------------	--------------------------------------------------------	------------------------------------------------------	-------------------------------------------------------

Edgar Filing: HYSELL ROBERT B - Form 3

	Date Exercisable	Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Option (Right to Buy) ⁽¹⁾	07/16/2007	07/16/2013	Common Stock	34,255	\$ 6.23	D	Â
Option (Right to Buy) ⁽¹⁾	01/03/2009	01/03/2013	Common Stock	13,612	\$ 12.45	D	Â
Option (Right to Buy) ⁽¹⁾	02/05/2010	02/05/2014	Common Stock	15,075	\$ 13.05	D	Â
Option (Right to Buy) ⁽¹⁾	02/04/2011	02/04/2015	Common Stock	14,400	\$ 16.5	D	Â
Option (Right to Buy) ⁽¹⁾	02/09/2012	02/09/2016	Common Stock	18,975	\$ 15.89	D	Â
Option (Right to Buy) ⁽¹⁾	02/09/2013	02/09/2017	Common Stock	21,675	\$ 16.67	D	Â
Option (Right to Buy) ⁽¹⁾	02/10/2014	02/10/2018	Common Stock	25,500	\$ 16.31	D	Â
Restricted Stock Award ⁽¹⁾	Â ⁽²⁾	Â ⁽³⁾	Common Stock	3,825	\$ 0 ⁽⁴⁾	D	Â
Deferred Stock ⁽¹⁾	Â ⁽⁵⁾	Â ⁽⁶⁾	Common Stock	12,709	\$ ⁽⁵⁾	I	By EDCP ⁽⁵⁾

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HYSELL ROBERT B 4570 RIVER MANSION COURT DULUTH, GA 30096	Â	Â	Â Pres-Flowers Foodservice Group	Â

Signatures

/s/ Stephen R. Avera,
Agent

06/11/2012

__Signature of Reporting
Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(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).
- (1) Granted pursuant to the Flowers Foods, Inc. 2001 Equity and Performance Incentive Plan.
- (2) The company anticipates that in accordance with the terms of the 2011 Restricted Stock Award Agreement the vesting date of the performance shares awarded shall be the date of the filing of the company's Annual Report on Form 10-K with the SEC in 2013.
- (3) Grant expires on the vesting date if performance measures are not met.
- (4)

Edgar Filing: HYSELL ROBERT B - Form 3

In accordance with the terms of the 2011 Restricted Stock Award Agreement, the performance shares awarded do not have a conversion or exercise price.

- (5) Each Executive Deferred Compensation Plan ("EDCP") stock unit is the economic equivalent of one share of common stock. The EDCP stock units become payable in common stock upon the retirement of the reporting person.
- (6) None.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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