Vitamin Shoppe, Inc. Form 4

April 09, 2014

FORM 4

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

SECURITIES

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF Form 4 or

Form 5 obligations may continue. See Instruction

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(b).

1. Name and Address of Reporting Person * Weiss Louis

(First) (Middle) (Last)

2101 91ST STREET

(Street)

1.Title of

Security

(Instr. 3)

Stock

NORTH BERGEN, NJ 07047

2. Issuer Name and Ticker or Trading

Vitamin Shoppe, Inc. [VSI]

3. Date of Earliest Transaction

(Month/Day/Year) 04/07/2014

4. If Amendment, Date Original Filed(Month/Day/Year)

3.

Issuer Symbol

5. Relationship of Reporting Person(s) to

(Check all applicable)

OMB APPROVAL

3235-0287

January 31,

2005

0.5

OMB

Number:

Expires:

response...

Estimated average

burden hours per

Director 10% Owner X_ Officer (give title Other (specify below) below)

Chief Markteing Officer

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

(City) (State) (Zip)

> 2. Transaction Date 2A. Deemed (Month/Day/Year) Execution Date, if

(Month/Day/Year)

TransactionAcquired (A) or Code Disposed of (D) (Instr. 3, 4 and 5) (Instr. 8)

Code V Amount

4. Securities

(A)

or

(D)

5. Amount of Securities Beneficially Owned Following Reported

Form: Direct (D) or Indirect (I) (Instr. 4)

6. Ownership 7. Nature of Indirect Beneficial Ownership (Instr. 4)

(9-02)

Transaction(s) (Instr. 3 and 4)

Price

Common 04/07/2014 A 3,500 A \$0 $22,399 \frac{(1)}{2}$ D

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

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

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1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Title a	nd	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	TransactionNumber		Expiration D	ate	Amount of		Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Underlyi	ng	Security	Secui
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Securitie	S	(Instr. 5)	Bene
	Derivative				Securities			(Instr. 3 a	and 4)		Own
	Security				Acquired					Follo	
	•			(A) or							Repo
					Disposed						Trans
		of (D)								(Instr	
					(Instr. 3, 4, and 5)						
								Δ1	mount		
								or			
						Date	Expiration Date		ımber		
						Exercisable					
				Code V	(A) (D)				ares		

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Weiss Louis

2101 91ST STREET Chief Markteing Officer

NORTH BERGEN, NJ 07047

Signatures

/s/ Jean W. Frydman,

attorney-in-fact 04/09/2014

**Signature of Reporting Person

Explanation of Responses:

- * 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).

Date

Includes 234 shares acquired at \$19.58 per share, 259 shares acquired at \$22.10 per share, 242 shares acquired at \$23.73 per share, 202 shares acquired at \$28.36 per share, 199 shares acquired at \$28.32 per share, 181 shares acquired at \$31.82 per share, 186 shares acquired at \$30.85 per share, 606 shares acquired at \$34.26 per share, 124 shares acquired at \$37.75 per share, 142 shares acquired at \$41.52 per

(1) share, 159 shares acquired at \$38.11 per share, 162 shares acquired at \$37.19 per share, 47 shares acquired at \$37.58 per share and 255 shares acquired at \$40.39 per shares under the Vitamin Shoppe 2010 Employee Stock Purchase Plan on June 30, 2010, September 30, 2010, December 31, 2010, March 31, 2011, June 30, 2011, September 30, 2011, December 30, 2011, March 30, 2012, June 29, 2012, March 28, 2013, June 28, 2013, September 30, 2013, December 31, 2013 and March 31, 2014 respectively.

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.

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