

Vitamin Shoppe, Inc.
Form SC 13G
December 15, 2017

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934

(Amendment No.)*

Vitamin Shoppe, Inc.

(Name of Issuer)

Common Stock, par value \$0.01 per share

(Title of Class of Securities)

92849E101

(CUSIP Number)

December 5, 2017

(Date of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to *the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP No. 92849E101 Schedule 13G Page 2 of 9

name of reporting person

1
Vintage Capital Management, LLC

(a) ..

2 check the appropriate box if a member of a group

(b) ..

3 sec use only

citizenship or place of organization

4
Delaware

**NUMBER OF SHARES BENEFICIALLY OWNED BY
EACH REPORTING PERSON**

WITH

sole voting power

5

0 shares

shared voting power

6

2,397,496 shares

sole dispositive power

7

0 shares

shared dispositive power

8

2,397,496 shares

aggregate amount beneficially owned by each reporting person

9
2,397,496 shares

10 check box if the aggregate amount in row (9) excludes certain shares ..
percent of class represented by amount in row (9)

11
9.9%*
type of reporting person

12
OO

Percentage calculated based on 23,977,358 shares of common stock, par value \$0.01 per share (the “**Common *Stock**”), outstanding as of October 20, 2017, as reported by Vitamin Shoppe, Inc. (the “**Issuer**”) in its Form 10-Q filed on November 8, 2017.

CUSIP No. 92849E101 Schedule 13G Page 3 of 9

name of reporting person

1
Kahn Capital Management, LLC

(a) ..

2 check the appropriate box if a member of a group

(b) ..

3 sec use only

citizenship or place of organization

4
Delaware

**NUMBER OF SHARES BENEFICIALLY OWNED BY
EACH REPORTING PERSON
WITH**

sole voting power

5

0 shares

shared voting power

6

2,397,496 shares

sole dispositive power

7

0 shares

shared dispositive power

8

2,397,496 shares

aggregate amount beneficially owned by each reporting person

9
2,397,496 shares

10 check box if the aggregate amount in row (9) excludes certain shares ..
percent of class represented by amount in row (9)

11
9.9%*
type of reporting person

12
OO

* Percentage calculated based on 23,977,358 shares of Common Stock outstanding as of October 20, 2017, as reported by the Issuer in its Form 10-Q filed on November 8, 2017.

CUSIP No. 92849E101 Schedule 13G Page 4 of 9

name of reporting person

1

Brian R. Kahn

(a) ..

2 check the appropriate box if a member of a group

(b) ..

3 sec use only

citizenship or place of organization

4

United States of America

NUMBER OF SHARES BENEFICIALLY OWNED BY

EACH REPORTING PERSON

WITH

sole voting power

5

0 shares

shared voting power

6

2,397,496 shares

sole dispositive power

7

0 shares

shared dispositive power

8

2,397,496 shares

aggregate amount beneficially owned by each reporting person

9

2,397,496 shares

10 check box if the aggregate amount in row (9) excludes certain shares ..

percent of class represented by amount in row (9)

11

9.9%*

type of reporting person

12

IN

* Percentage calculated based on 23,977,358 shares of Common Stock outstanding as of October 20, 2017, as reported by the Issuer in its Form 10-Q filed on November 8, 2017.

CUSIP No. 92849E101 Schedule 13G Page 5 of 9

Item 1(a).

Name of Issuer

Vitamin Shoppe, Inc. (the “**Issuer**”).

Item 1(b). Address of Issuer’s Principal Executive Offices

300 Harmon Meadow Blvd., Secaucus, New Jersey 07094.

Item 2(a). Name of Person Filing

This Schedule 13G is filed by:

(i) Vintage Capital Management, LLC, a Delaware limited liability company (“**Vintage Capital**”);

(ii) Kahn Capital Management, LLC, a Delaware limited liability company (“**Kahn Capital**”), who serves as a member and majority owner of Vintage Capital; and

(iii) Brian R. Kahn, who serves as (A) the manager and a member of Vintage Capital; and (B) the manager and sole member of Kahn Capital.

Vintage Capital, Kahn Capital and Mr. Kahn are referred to collectively as the “**Reporting Persons.**”

The Reporting Persons have entered into a joint filing agreement, a copy of which is attached as Exhibit 1.

Item 2(b). Address of Principal Business Office or, if None, Residence

The address of the principal business and principal office of each of the Reporting Persons is 4705 S. Apopka Vineland Road, Suite 206, Orlando, FL 32819.

Item 2(c). Citizenship

Vintage Capital is a Delaware limited liability company.

Kahn Capital is a Delaware limited liability company.

Brian R. Kahn is a United States citizen.

Item 2(d). Title of Class of Securities

Common stock, par value \$0.01 per share.

Item 2(e). CUSIP Number

92849E101

CUSIP No. 92849E101 Schedule 13G Page 6 of 9

Item 3. If this statement is filed pursuant to Rule 13d-1(b), or 13d-2(b) or (c), check whether the person filing is a:

- (a) Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o).
- (b) Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c).
- (c) Insurance company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c).
- (d) Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8).
- (e) An investment adviser in accordance with §240.13d-1(b)(1)(ii)(E).
- (f) An employee benefit plan or endowment fund in accordance with §240.13d-1(b)(1)(ii)(F).
- (g) A parent holding company or control person in accordance with § 240.13d-1(b)(1)(ii)(G).
- (h) A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813).
- (i) A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3).
- (j) Group, in accordance with §240.13d-1(b)(1)(ii)(J).

Item 4. Ownership

With respect to the beneficial ownership of the reporting persons, see Items 5 through 11 of the cover pages to this Schedule 13G, which are incorporated herein by reference.

Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following. "

Item 6. Ownership of More than Five Percent on Behalf of Another Person.

Not applicable.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company.

Not applicable.

Item 8. Identification and Classification of Members of the Group.

Not applicable.

CUSIP No. 92849E101 Schedule 13G Page 7 of 9

Item 9. Notice of Dissolution of Group.

Not applicable.

Item 10. Certifications.

By signing below, each of the undersigned certifies that, to the best of its knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect, other than activities solely in connection with a nomination under §240.14a-11.

CUSIP No. 92849E101 Schedule 13G Page 8 of 9

Signature

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: December 15, 2017

**Vintage Capital
Management, LLC**

By: /s/ Brian R. Kahn
Name: Brian R. Kahn
Title: Manager

**Kahn Capital
Management, LLC**

By: /s/ Brian R. Kahn
Name: Brian R. Kahn
Title: Manager

/s/ Brian R. Kahn
Brian R. Kahn

CUSIP No. 92849E101 Schedule 13G Page 9 of 9

EXHIBIT INDEX

Exhibit 1 Joint Filing Agreement (incorporated by reference to Exhibit 1 to the Schedule 13G filed by Vintage Capital Management, LLC, Kahn Capital Management, LLC and Brian R. Kahn on July 27, 2017).