

HYSELL ROBERT B  
Form 3  
June 11, 2012

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

OMB APPROVAL

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**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 <b>and</b> 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)

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

## 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

<sup>(1)</sup>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)

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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.

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