

ALEXANDER BRAD K  
 Form 4  
 September 07, 2012

**FORM 4**

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

OMB APPROVAL

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**STATEMENT OF CHANGES IN 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 \*  
 ALEXANDER BRAD K

(Last) (First) (Middle)  
 405 MEANDER TRACE  
 (Street)

THOMASVILLE, GA 31792

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
 FLOWERS FOODS INC [FLO]

3. Date of Earliest Transaction  
 (Month/Day/Year)  
 09/06/2012

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 President, Flowers Bakeries

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
			Code	V	Amount	(D)	Price			
Common Stock	09/06/2012		M		20,362	A	\$ 12.45	92,603	D	
Common Stock	09/06/2012		M		22,275	A	\$ 13.05	114,878	D	
Common Stock	09/06/2012		S		32,100	D	\$ 20.6833	82,778	D	
Common Stock								2,302	I	By 401(k) <u>(1)</u>
Common Stock								409	I <u>(2)</u>	Minor Children <u>(3)</u>

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

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(9-02)

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option (Right to Buy) <sup>(4)</sup>	\$ 12.45	09/06/2012		M	20,362	01/03/2009	01/03/2013	Common Stock	20,362
Option (Right to Buy) <sup>(4)</sup>	\$ 13.05	09/06/2012		M	22,275	02/05/2010	02/05/2014	Common Stock	22,275
Option (Right to Buy) <sup>(4)</sup>	\$ 16.5					02/04/2011	02/04/2015	Common Stock	21,600
Option (Right to Buy) <sup>(4)</sup>	\$ 15.89					02/09/2012	02/09/2016	Common Stock	50,025
Option (Right to Buy) <sup>(4)</sup>	\$ 16.67					02/09/2013	02/09/2017	Common Stock	58,800
Option (Right to Buy) <sup>(4)</sup>	\$ 16.31					02/10/2014	02/10/2018	Common Stock	73,575
Restricted Stock Award <sup>(4)</sup>	\$ 0 <sup>(5)</sup>					<sup>(6)</sup>	<sup>(7)</sup>	Common Stock	11,100

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other

ALEXANDER BRAD K  
405 MEANDER TRACE  
THOMASVILLE, GA 31792

President, Flowers Bakeries

## Signatures

/s/ Stephen R. Avera,  
Agent

09/07/2012

\_\_Signature of Reporting  
Person

Date

## 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).
- (1) Total includes exempt acquisitions of shares allocated to reporting person in Issuer's 401(k) Plan, as of 12/31/2011.
- (2) Beneficial ownership is disclaimed.
- (3) By reporting person as custodian for his minor children. Beneficial ownership is disclaimed.
- (4) Granted pursuant to the Flowers Foods, Inc. 2001 Equity and Performance Incentive Plan.
- (5) In accordance with the terms of the 2011 Restricted Stock Award Agreement, the performance shares awarded do not have a conversion or exercise price.
- (6) 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.
- (7) Grant expires on the vesting date if performance measures are not met.

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.