SHIVER ALLEN L
Form 4
August 30, 2010

FORM 4

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

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

OMB APPROVAL
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person *
SHIVER ALLEN L

(Last) (First) (Middle)

1925 FLOWERS CIRCLE

(Street)

THOMASVILLE, GA 31757

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
08/27/2010

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

_____ Director _____ 10% Owner
__X__ Officer (give title below) _____ Other (specify below)
President

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

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	(A) or (D)	Price			
Common Stock	08/27/2010		M		34,725	A	$ 18.68	217,136	D	
Common Stock	08/27/2010		M		42,450	A	$ 19.57	259,586	D	
Common Stock	08/27/2010		S(6)		5,000	D	$ 25.75	254,586	D	
Common Stock	08/27/2010		S(6)		5,000	D	$ 25.72	249,586	D	
Common Stock	08/27/2010		S(6)		5,000	D	$ 25.6924	244,586	D	

Common Stock	08/27/2010	S[6]	5,000	D	$ 25.6934	239,586	D	
Common Stock	08/27/2010	S[6]	5,000	D	$ 25.6602	234,586	D	
Common Stock	08/27/2010	S[6]	5,000	D	$ 25.6426	229,586	D	
Common Stock	08/27/2010	S[6]	5,000	D	$ 25.68	224,586	D	
Common Stock	08/27/2010	S[6]	5,000	D	$ 25.6836	219,586	D	
Common Stock	08/27/2010	S[6]	5,000	D	$ 25.6986	214,586	D	
Common Stock	08/30/2010	S[6]	10,000	D	$ 25.7852	204,586	D	
Common Stock	08/30/2010	S[6]	5,000	D	$ 25.9278	199,586	D	
Common Stock	08/30/2010	S[6]	6,024	D	$ 26	193,562	D	
Common Stock						136	I [5]	By 401(k)
Common Stock						6,750	I	By Minor Children [2]
Common Stock						1,972	I	By Spouse [2]

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)

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) [(1)]	$ 18.68	08/27/2010	M	34,725	01/03/2009	01/03/2013	Common Stock	34,725
Option (Right to Buy) [(1)]	$ 19.57	08/27/2010	M	42,450	02/05/2010	02/05/2014	Common Stock	42,450
Option (Right to Buy) [(1)]	$ 24.75				02/04/2011	02/04/2015	Common Stock	36,500
Option (Right to Buy) [(1)]	$ 23.84				02/09/2012	02/09/2016	Common Stock	52,075
Restricted Stock Award [(1)]	$ 0				02/09/2011	[(3)]	Common Stock	10,725
Option (Right to Buy) [(1)]	$ 25.01				02/09/2013	02/09/2017	Common Stock	67,600
Restricted Stock Award [(1)]	$ 0 [(4)]				02/09/2012	[(3)]	Common Stock	10,600

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SHIVER ALLEN L 1925 FLOWERS CIRCLE THOMASVILLE, GA 31757			President	

Signatures

/s/ Stephen R. Avera, Agent	08/30/2010
[**]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) Granted pursuant to the Flowers Foods, Inc. 2001 Equity and Performance Incentive Plan.

(2) Beneficial ownership is disclaimed.

(3) Grant expires on Exercisable Date if performance measures are not met.

(4)

In accordance with the terms of the 2010 Restricted Stock Award Agreement, the performance shares awarded do not have a conversion or exercise price.

(5) Total includes exempt acquisitions of shares allocated to reporting person in Issuer's 401(k) Plan, as of 12/31/2009.

(6) Shares sold in connection with the exercise of vested nonqualified option grants.

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