

LORD GENE D  
Form 4  
February 09, 2010

**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 \*  
**LORD GENE D**

(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)  
02/09/2010

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)  
EVP & Chief Operating Officer

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 (A) or (D) Price   |   |  |   |
| Common Stock                    | 02/09/2010                           |  | M                              | 13,740 A \$ 24.24   | 253,801   | D  |   |
| Common Stock                    | 02/09/2010                           |  | F                              | 4,590 D \$ 24.24  | 249,211   | D  |   |
| Common Stock                    |                                      |  |                                |   | 3,245   | I  | By 401(k) (3)   |

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

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number.

**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                   |           | 6. Date Exercisable and Expiration Date (Month/Day/Year) |                 | 7. Title and Amount of Underlying Security (Instr. 3 and 4) | Amount or Number of Shares |        |
|--|--|--------------------------------------|--|--------------------------------|--|-----------|--|-----------------|---|----------------------------|--------|
|  |  |                                      |  |                                | Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) |           | Date Exercisable   | Expiration Date |   |                            |        |
| Restricted Stock Award <sup>(2)</sup>      | \$ 0   | 02/09/2010                           |  | A                              | V  | (A) 2,290 | (D)  | 02/04/2010      | <sup>(1)</sup>  | Common Stock               | 2,290  |
| Restricted Stock Award <sup>(2)</sup>      | \$ 0   | 02/09/2010                           |  | M                              |  |           |  | 02/04/2010      | <sup>(1)</sup>  | Common Stock               | 13,740 |
| Option (Right to Buy) <sup>(2)</sup>       | \$ 18.68   |                                      |  |                                |  |           |  | 01/03/2009      | 01/03/2013  | Common Stock               | 34,000 |
| Option (Right to Buy) <sup>(2)</sup>       | \$ 19.57   |                                      |  |                                |  |           |  | 02/05/2010      | 02/05/2014  | Common Stock               | 45,000 |
| Option (Right to Buy) <sup>(2)</sup>       | \$ 24.75   |                                      |  |                                |  |           |  | 02/04/2011      | 02/04/2015  | Common Stock               | 46,000 |
| Option (Right to Buy) <sup>(2)</sup>       | \$ 23.84   |                                      |  |                                |  |           |  | 02/09/2012      | 02/09/2016  | Common Stock               | 56,000 |
| Restricted Stock Award <sup>(2)</sup>      | \$ 0   |                                      |  |                                |  |           |  | 02/09/2011      | <sup>(1)</sup>  | Common Stock               | 11,000 |

## Reporting Owners

| Reporting Owner Name / Address                              | Relationships |           |                               |       |
|---|---------------|-----------|-------------------------------|-------|
|   | Director      | 10% Owner | Officer                       | Other |
| LORD GENE D<br>1925 FLOWERS CIRCLE<br>THOMASVILLE, GA 31757 |               |           | EVP & Chief Operating Officer |       |

## Signatures

/s/ Stephen R. Avera,  
Agent

02/09/2010

\_\_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) Grant expires on Exercisable Date if performance measures are not met.
- (2) Granted pursuant to the Flowers Foods, Inc. 2001 Equity and Performance Incentive Plan.
- (3) Total includes exempt acquisitions of shares allocated to reporting person in Issuer's 401(k) Plan, as of 12/31/2009.

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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