

BEATY MICHAEL A  
Form 4  
March 02, 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 \*  
BEATY MICHAEL A

(Last) (First) (Middle)

1919 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)  
02/29/2012

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)

EVP / Supply Chain

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| Common Stock                    | 02/29/2012                           |  | M                              | 5,484 A   | \$ 0 176,203  | D  |   |
| Common Stock                    | 02/29/2012                           |  | F                              | 1,885 D   | \$ 19.14 174,318  | D  |   |
| Common Stock                    |                                      |  |                                |   | 928   | I  | By 401(k) <sup>(3)</sup>                              |
| Common Stock                    |                                      |  |                                |   | 1,621   | I  | By Spouse <sup>(4)</sup>                              |
| Common Stock                    |                                      |  |                                |   | 1,800   | I  | By Spouse as Custodian for grandchildren              |

(4)

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 (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) |        |
|--|--|--------------------------------------|--|--------------------------------|--|-------|-----|--|-----------------|---|--------|
|  |  |                                      |  |                                | V  | (A)   | (D) | Date Exercisable   | Expiration Date |   | Title  |
| Restricted Stock Award <sup>(1)</sup>      | \$ 0 <sup>(2)</sup>                                    | 02/29/2012                           |  | D                              |  | 1,116 |     | 02/09/2012   | <sup>(5)</sup>  | Common Stock  | 1,116  |
| Restricted Stock Award <sup>(1)</sup>      | \$ 0 <sup>(2)</sup>                                    | 02/29/2012                           |  | M                              |  | 5,484 |     | 02/09/2012   | <sup>(5)</sup>  | Common Stock  | 5,484  |
| Option (Right to Buy) <sup>(1)</sup>       | \$ 6.23  |                                      |  |                                |  |       |     | 07/16/2007   | 07/16/2013      | Common Stock  | 82,630 |
| Option (Right to Buy) <sup>(1)</sup>       | \$ 12.45   |                                      |  |                                |  |       |     | 01/03/2009   | 01/03/2013      | Common Stock  | 28,912 |
| Option (Right to Buy) <sup>(1)</sup>       | \$ 13.05   |                                      |  |                                |  |       |     | 02/05/2010   | 02/05/2014      | Common Stock  | 40,612 |
| Option (Right to Buy) <sup>(1)</sup>       | \$ 16.5  |                                      |  |                                |  |       |     | 02/04/2011   | 02/04/2015      | Common Stock  | 37,125 |
| Option (Right to Buy) <sup>(1)</sup>       | \$ 15.89   |                                      |  |                                |  |       |     | 02/09/2012   | 02/09/2016      | Common Stock  | 38,700 |
| Option (Right to Buy) <sup>(1)</sup>       | \$ 16.67   |                                      |  |                                |  |       |     | 02/09/2013   | 02/09/2017      | Common Stock  | 42,150 |

