

Vitamin Shoppe, Inc.

Form 3

October 27, 2009

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

OMB APPROVAL

OMB
Number: 3235-0104Expires: January 31,
2005Estimated average
burden hours per
response... 0.5**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 *

La Forgia Cosmo

(Last)

(First)

(Middle)

2101 91ST STREET

(Street)

NORTH BERGEN, NJ 07047

(City)

(State)

(Zip)

2. Date of Event Requiring
Statement

(Month/Day/Year)

10/27/2009

3. Issuer Name and Ticker or Trading Symbol
Vitamin Shoppe, Inc. [VSI]4. Relationship of Reporting
Person(s) to Issuer

(Check all applicable)

____ Director ____ 10% Owner
☒ Officer ____ Other
 (give title below) (specify below)

Vice President - Finance

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

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 Beneficially Owned1. 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)

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

SEC 1473 (7-02)

**Persons who respond to the collection of
information contained in this form are not
required to respond unless the form displays a
currently valid OMB control number.**

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)

Date Expiration
 Exercisable Date

3. Title and Amount of
Securities Underlying
Derivative Security
(Instr. 4)

Title

Amount or
 Number of
 Shares

4. Conversion
 or Exercise
 Price of
 Derivative
 Security

5. Ownership
 Form of
 Derivative
 Security:
 Direct (D)
 or Indirect
 (I)
 (Instr. 5)

6. Nature of Indirect
Beneficial Ownership
(Instr. 5)

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Tranche A Options to Buy	Â <u>(1)</u>	07/01/2013	Common Stock	34,270	\$ 5.3732	D	Â
Tranche B Options to Buy	Â <u>(1)</u>	07/01/2013	Common Stock	11,423	\$ 10.7464	D	Â
Tranche B Options to Buy	Â <u>(2)</u>	02/24/2017	Common Stock	931	\$ 10.7464	D	Â
Tranche C Options to Buy	Â <u>(1)</u>	07/01/2013	Common Stock	11,423	\$ 13.433	D	Â
Tranche C Options to Buy	Â <u>(2)</u>	02/24/2017	Common Stock	931	\$ 13.433	D	Â
Tranche D Options to Buy	Â <u>(1)</u>	07/01/2013	Common Stock	11,423	\$ 16.1196	D	Â
Tranche D Options to Buy	Â <u>(2)</u>	02/24/2017	Common Stock	931	\$ 16.1196	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
La Forgia Cosmo 2101 91ST STREET NORTH BERGEN,Â NJÂ 07047	Â	Â	Â Vice President - Finance	Â

Signatures

/s/ James M. Sander,
attorney-in-fact

10/27/2009

__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) The options are fully vested.

(2) The options vest in four equal annual installments beginning on February 25, 2008.

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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