

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 \*

A Weiss Louis

(Last)

(First)

(Middle)

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 Issuer5. If Amendment, Date Original  
Filed(Month/Day/Year)

2101 91ST STREET

(Street)

(Check all applicable)

☐ Director ☐ 10% Owner☒ Officer ☐ Other

(give title below) (specify below)

VP and Chief Marketing Officer

6. Individual or Joint/Group

Filing(Check Applicable Line)

☒ Form filed by One Reporting  
Person☐ Form filed by More than One  
Reporting Person

NORTH BERGEN, NJ 07047

(City)

(State)

(Zip)

**Table I - Non-Derivative Securities Beneficially Owned**1. 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 Date3. Title and Amount of  
Securities Underlying  
Derivative Security  
(Instr. 4)

Title

Amount or  
Number of  
Shares4. Conversion  
or Exercise  
Price of  
Derivative  
Security5. Ownership  
Form of  
Derivative  
Security:  
Direct (D)  
or Indirect  
(I)  
(Instr. 5)6. Nature of Indirect  
Beneficial Ownership  
(Instr. 5)

# Edgar Filing: Vitamin Shoppe, Inc. - Form 3

Tranche A Options to Buy	Â <u>(1)</u>	11/28/2016	Common Stock	44,666	\$ 7.6998	D	Â
Tranche A Options to Buy	Â <u>(2)</u>	12/31/2017	Common Stock	22,333	\$ 15.2115	D	Â
Tranche B Options to Buy	Â <u>(1)</u>	11/28/2016	Common Stock	14,889	\$ 10.7464	D	Â
Tranche B Options to Buy	Â <u>(2)</u>	12/31/2017	Common Stock	7,444	\$ 15.2115	D	Â
Tranche C Options to Buy	Â <u>(1)</u>	11/28/2016	Common Stock	14,889	\$ 13.433	D	Â
Tranche C Options to Buy	Â <u>(2)</u>	12/31/2017	Common Stock	7,444	\$ 15.2115	D	Â
Tranche D Options to Buy	Â <u>(1)</u>	11/28/2016	Common Stock	14,889	\$ 16.1196	D	Â
Tranche D Options to Buy	Â <u>(2)</u>	12/31/2017	Common Stock	7,444	\$ 16.1196	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Weiss Louis 2101 91ST STREET NORTH BERGEN,Â NJÂ 07047	Â	Â	Â VP and Chief Marketing Officer	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).

The options vest in four equal annual installments beginning on December 29, 2007. According to the terms of the agreements governing the options, 25% of the unvested stock options will immediately vest and become exercisable upon the consummation of an initial public offering.

The options vest in four equal annual installments beginning on January 1, 2009. According to the terms of the agreements governing the options, 25% of the unvested stock options will immediately vest and become exercisable upon the consummation of an initial public offering.

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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