

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

**SCHEDULE 14A**

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934  
(Amendment No. )

Filed by the registrant

Filed by a party other than the registrant

Check the appropriate box:	
<input type="checkbox"/>	Preliminary Proxy Statement
<input type="checkbox"/>	Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
<input type="checkbox"/>	Definitive Proxy Statement
<input checked="" type="checkbox"/>	Definitive Additional Materials
<input type="checkbox"/>	Soliciting Material Pursuant to ss.240.14a-12

**FLOWERS FOODS, INC.**



*(Name of Registrant as Specified In Its Charter)*

*(Name of Person(s) Filing Proxy Statement, if other than the Registrant)*

Payment of filing fee (Check the appropriate box):	
<input checked="" type="checkbox"/>	No fee required
<input type="checkbox"/>	Fee paid previously with preliminary materials.
<input type="checkbox"/>	Fee computed on table in exhibit required by Item 25 (b) per Exchange Act Rules 14a-6 (i) (1) and D-11

# Your **Vote** Counts!

**FLOWERS FOODS, INC.**

2022 Annual Meeting

Vote by May 25, 2022 11:59 PM ET. For shares held in a 401(k) Plan, vote by May 24, 2022 11:59 PM ET.



D73462-P69557

## You invested in FLOWERS FOODS, INC. and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy material for the shareholder meeting to be held virtually via the Internet at [www.virtualshareholdermeeting.com/FLO2022](http://www.virtualshareholdermeeting.com/FLO2022) on May 26, 2022 at 11:00 a.m., Eastern Time.**

### Get informed before you vote

View the Notice and Proxy Statement and Annual Report online OR you can receive a free paper or email copy of the material(s) by requesting prior to May 12, 2022. If you would like to request a copy of the material(s) for this and/or future shareholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call 1-800-579-1639 or (3) send an email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit [www.ProxyVote.com](http://www.ProxyVote.com)

Control #

#### Smartphone users

Point your camera here and vote without entering a control number



#### Vote Virtually at the Meeting\*

May 26, 2022  
11:00 AM, EDT

Virtually at:  
[www.virtualshareholdermeeting.com/FLO2022](http://www.virtualshareholdermeeting.com/FLO2022)

\*Please check the meeting materials for any special requirements for meeting attendance.

## THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming shareholder meeting. Please follow the instructions on the reverse side to vote these important matters.

Voting Items	Board Recommends
1. To elect as directors of the company the twelve nominees identified in the proxy statement, each to serve for a term of one year: <b>Nominees:</b>	
1a. George E. Deese	✔ For
1b. Edward J. Casey, Jr.	✔ For
1c. Thomas C. Chubb, III	✔ For
1d. Rhonda Gass	✔ For
1e. Benjamin H. Griswold, IV	✔ For
1f. Margaret G. Lewis	✔ For
1g. W. Jameson McFadden	✔ For
1h. A. Ryals McMullian	✔ For
1i. James T. Spear	✔ For
1j. Melvin T. Stith, Ph.D.	✔ For
1k. Terry S. Thomas	✔ For
1l. C. Martin Wood III	✔ For
2. To approve by advisory vote the compensation of the company's named executive officers;	✔ For
3. To ratify the appointment of PricewaterhouseCoopers LLP as the independent registered public accounting firm for Flowers Foods, Inc. for the fiscal year ending December 31, 2022; and	✔ For
4. To consider a shareholder proposal regarding political contribution disclosure, if properly presented at the annual meeting.	✘ Against
<b>NOTE:</b> In their discretion, the proxies are authorized to vote on any other matters that may properly come before the annual meeting or any adjournment or postponement thereof.	

Prefer to receive an email instead? While voting on [www.ProxyVote.com](http://www.ProxyVote.com), be sure to click "Sign up for E-delivery".