### **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

 $\ \square$  Filed by a party other than the registrant

Check the appropriate box:	
	Preliminary Proxy Statement
	Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
	Definitive Proxy Statement
>	Definitive Additional Materials
	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)

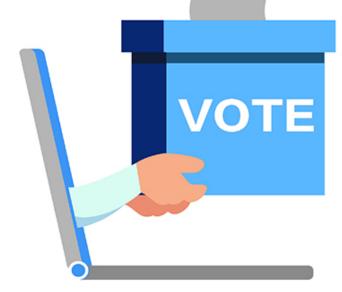
Payment of filing fee (Check the appropriate box):	
<b>V</b>	No fee required
	Fee paid previously with preliminary materials
	Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11

# **Every Vote Counts**

To express our appreciation for your participation, Flowers Foods will donate \$1 to Boys & Girls Clubs of America for every shareholder account that votes.







P87400-EPN

## **Frequently Asked Questions**

#### Why am I receiving this Notice of Internet Availability?

The Securities and Exchange Commission ("SEC") permits companies to send the enclosed "Notice" instead of a full printed set of proxy materials. The Notice provides instructions on how to view your company's proxy materials, vote online and request a full set of printed materials by mail.

There are several advantages to your company sending a Notice instead of a full set of materials, including lowering your company's costs and reducing the environmental impact from printing and mailing full sets of proxy materials.

### How do I view the proxy materials online?

Go to www.proxyvote.com and enter your control number to get started. Your control number can be found on the enclosed Notice.

### What if I prefer to receive a paper copy of the proxy materials?

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### Can I receive proxy materials for future meetings by e-mail rather than receive a Notice?

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