

Vitamin Shoppe, Inc.
Form 3
October 27, 2009

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

OMB APPROVAL

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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 *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â Weiss Louis		(Month/Day/Year)	Vitamin Shoppe, Inc. [VSI]	
(Last)	(First)	10/27/2009		
2101 91ST STREET			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
NORTH BERGEN,Â NJÂ 07047			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner	6. Individual or Joint/Group Filing(Check Applicable Line)
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other	<input checked="" type="checkbox"/> Form filed by One Reporting Person
			(give title below) (specify below)	<input type="checkbox"/> Form filed by More than One Reporting Person
			VP and Chief Marketing Officer	

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)
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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)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	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)
	Date Exercisable Expiration Date	Title Amount or Number of Shares			

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

(1) 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.

(2) 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.

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