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Á UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 A FORM 10-Q A (Mark One) Á QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934 For the quarterly period ended October 5, 2024 OR Á TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934 For the transition period from to Commission file number 1-16247 Á FLOWERS FOODS, INC. (Exact name of registrant as specified in its charter) Á Georgia A 58-2582379 (State or other jurisdiction of incorporation or organization) A (I.R.S. Employer Identification Number) 1919 FLOWERS CIRCLE, THOMASVILLE, Georgia (Address of principal executive offices) 31757 (Zip Code) (229)-226-9110 (Registrant's telephone number, including area code) N/A (Former name, former address and former fiscal year, if changed since last report) Á Securities registered pursuant to Section 12(b) of the Act: Á Title of each class Á TradingSymbol(s) Á Name of each exchange on which registered Common Stock, \$0.01 par value Á FLO Á NYSE Á Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes Á No Á Indicate by check mark whether the registrant has submitted electronically every Interactive Data File required to be

2023, the FASB issued ASU 2023-07, "Segment Reporting (Topic 280): Improvements to Reportable Segment Disclosures, which requires public entities to disclose, on an annual and interim basis, significant segment expenses that are regularly provided to the chief operating decision maker and included within each reported measure of segment profit or loss. All public entities will be required to report segment information in accordance with the new guidance starting in annual periods beginning after December 15, 2023, and interim periods within fiscal years beginning after December 15, 2024. The company is determining the impact on our business and will include the required disclosures in its Fiscal 2024 Form 10-K. On December 14, 2023, the FASB issued ASU 2023-09, "Income Taxes (Topic 740): Improvements to Income Tax Disclosures, which enhances the transparency and decision usefulness of income tax disclosures by requiring: (1) consistent categories and greater disaggregation of information in the rate reconciliation and (2) income taxes paid disaggregated by jurisdiction. It also includes certain other amendments to improve the effectiveness of income tax disclosures. For public business entities, the standard is effective for annual periods beginning after December 15, 2024. Early adoption is permitted for annual financial statements that have not yet been issued or made available for issuance. The company is determining the impact on our business. On March 29, 2024, the FASB issued ASU 2024-02, "Codification Improvements - Amendments to Remove References to the Concepts Statements" which removes references to the Board's concepts statements from the FASB Accounting Standards Codification. The ASU is part of the Board's standing project to make codification updated for technical corrections such as conforming amendments, clarifications to guidance, simplifications to wording or structure guidance, and other minor improvements. The amendments in this update are effective for public entities for fiscal years beginning after December 15, 2024. The company is determining the impact on our business. On November 4, 2024, the FASB issued ASU 2024-03, "Income Statement - Reporting Comprehensive Income - Expense Disaggregation Disclosures" which improves the disclosures about a public business entity's expenses and addresses requests from investors for more detailed information about the types of expenses in commonly presented expense captions. The amendments in this update are effective for annual reporting periods beginning after December 15, 2026, and interim reporting periods beginning after December 15, 2027. Early adoption is permitted. The company is determining the impact on our business. We have reviewed other recently issued accounting pronouncements and concluded that either they are not applicable to our business, or no material effect is expected upon future adoption.

3. RESTRUCTURING ACTIVITIES In April 2024, the company announced a cost savings program to improve operational performance, which includes employee termination benefits associated with a reduction-in-force ("2024 RIF") and other expense optimization initiatives expected to be completed in Fiscal 2024. The company also incurred consulting costs associated with implementing the restructuring program. In February 2023, to improve operational effectiveness, increase profitable sales, and better meet customer requirements, the company announced a restructuring of plant operation responsibilities from the sales function to the supply chain function. As part of that restructuring, we incurred costs for employee termination benefits and other cash charges, which were primarily related to the voluntary employee separation incentive plan (the "2023 VSIP"), reduction-in-force (the "2023 RIF"), and employee relocation costs. There were no additional costs incurred during Fiscal 2024 for the 2023 VSIP, 2023 RIF, and employee relocation costs.

12 The tables below present the components of costs associated with the restructuring programs detailed above (amounts in thousands):

For the Twelve Weeks Ended	For the Forty Weeks Ended
October 5, 2024	October 5, 2024
Restructuring charges:	Restructuring-related implementation costs
\$ 10,382	\$ 2,979
Total restructuring charges	Total restructuring charges
\$ 10,382	\$ 2,979
For the Twelve Weeks Ended	For the Forty Weeks Ended
October 5, 2024	October 7, 2023
Restructuring charges:	Restructuring charges
\$ 10,382	\$ 2,979
Total restructuring charges	Total restructuring charges
\$ 10,382	\$ 2,979

(1) Presented on our Condensed Consolidated Statements of Income (Loss). (2) Costs are recorded in the selling, distribution, and administrative expenses line item of our Condensed Consolidated Statements of Income (Loss). The table below presents the components of, and changes in, our restructuring accruals (amounts in thousands):

2023 VSIP	2024 RIF	Total
Liability balance at December 30, 2023	\$ 1,429	\$ 1,429
Charges	\$ 86	\$ 86
Relocation costs	\$ 179	\$ 179
Total restructuring charges	\$ 179	\$ 179
Acquisition	\$ 6,873	\$ 6,873
Net	\$ 5,229	\$ 5,229
2023 VSIP	2024 RIF	Total
Liability balance at October 5, 2024	\$ 1,429	\$ 1,429
Charges	\$ 86	\$ 86
Relocation costs	\$ 179	\$ 179
Total restructuring charges	\$ 179	\$ 179
Acquisition	\$ 6,873	\$ 6,873
Net	\$ 5,229	\$ 5,229

ACQUISITION On February 17, 2023, the company completed the acquisition of the Papa Pita for total consideration of \$274.8 million, inclusive of net working capital adjustments. Papa Pita is a manufacturer and distributor of bagels, tortillas, breads, buns, English muffins, and flat breads with one production facility in West Jordan, Utah and, prior to the acquisition, Papa Pita co-manufactured certain products for the company. Papa Pita has direct-store-delivery distribution in the western U.S., expanding our geographic reach. We incurred additional acquisition costs of \$3.7 million during the forty weeks ended October 7, 2023. These costs are reflected in the selling, distribution, and administrative expenses line item of the Condensed Consolidated Statements of Income (Loss). The company also recognized a \$2.1 million goodwill measurement period adjustment related to an environmental and emissions liability during the first quarter of Fiscal 2024.

13 The following table summarizes the consideration paid for Papa Pita based on the fair value at the acquisition date. This table is based on the valuations for the assets acquired (the company did not acquire any cash), liabilities assumed, and the allocated intangible assets and goodwill (amounts in thousands):

Fair Value of consideration transferred:	\$ 270,258	Working capital adjustments	\$ 4,497	Total consideration	\$ 274,755	
Recognized amounts of identifiable assets acquired and liabilities assumed:	\$ 104,118	Identifiable intangible assets	\$ 27,100	Financial assets	\$ 14,250	
Financial assets	\$ 14,250	Liabilities assumed	\$ 5,365	Net recognized amounts of identifiable assets acquired	\$ 140,103	
Amortization Method	Trademarks	\$ 4,600	Financial assets	\$ 14,250	Goodwill	\$ 134,652
Amortization years	4	20.0	Amortization Method	Straight-line	Customer relationships	22,200
Sum of year digits	4	20.0	Customer relationships	25.0	Sum of year digits	25.0
Noncompete agreements	300	4.0	Straight-line	Total intangible assets	27,100	23.9
Total intangible assets	27,100	4.0	Total intangible assets	27,100	23.9	5. LEASES
LEASES	5	4.0	23.9	23.9	23.9	5. LEASES

The company's leases consist of the following types of assets: two bakeries, corporate office space, warehouses, bakery equipment, transportation and IT equipment. The quantitative disclosures for our leases follow below. The following table details lease modifications and renewals and lease terminations (amounts in thousands):

For the Twelve Weeks Ended	For the Forty Weeks Ended			
October 5, 2024	October 5, 2024			
Lease modifications and renewals	\$ 7,994	\$ 3,820	\$ 28,630	\$ 28,585
Lease terminations	\$ 88	\$ 71	\$ 1,640	\$ 277
Total lease modifications and renewals for the forty weeks ended October 5, 2024	\$ 8,082	\$ 32,594	\$ 28,515	\$ 30,790
Total lease cost for the forty weeks ended October 5, 2024	\$ 24,355	\$ 94,218	\$ 80,437	\$ 24,355
Amortization of right-of-use assets	\$ 62	\$ 396	\$ 213	\$ 1,313
Interest on lease liabilities	\$ 1,492	\$ 5,452	\$ 5,452	\$ 5,452
Operating lease cost	\$ 17,576	\$ 14,397	\$ 14,397	\$ 14,397
Short-term lease cost	\$ 2,905	\$ 755	\$ 6,332	\$ 2,367
Variable lease cost	\$ 10,246	\$ 8,802	\$ 8,802	\$ 8,802
Total lease cost	\$ 30,790	\$ 84,037	\$ 84,037	\$ 84,037
Amortization of right-of-use assets	\$ 60,467	\$ 52,134	\$ 235	\$ 1,513
Financing cash flows from financing leases	\$ 28,566	\$ 1,513	\$ 1,513	\$ 1,513
Operating cash flows from operating leases	\$ 60,467	\$ 52,134	\$ 235	\$ 1,513
Right-of-use assets obtained in exchange for new financing lease liabilities	\$ 218	\$ 21	\$ 21	\$ 21
Right-of-use assets obtained in exchange for new operating lease liabilities	\$ 57,098	\$ 28	\$ 566	\$ 566
Weighted-average remaining lease term (years)	2.4	2.4	2.4	2.4
Weighted-average IBR (percentage)	57	57	57	57
Operating leases	3.8	3.8	3.8	3.8
Estimated undiscounted future lease payments under non-cancelable operating leases and financing leases, along with a reconciliation of the undiscounted cash flows to operating and financing lease liabilities, respectively, as of October 5, 2024 (in thousands) were as follows:	\$ 1,492	\$ 5,452	\$ 5,452	\$ 5,452
Operating lease liabilities	\$ 1,492	\$ 5,452	\$ 5,452	\$ 5,452
Financing lease liabilities	\$ 1,492	\$ 5,452	\$ 5,452	\$ 5,452
Amortization of right-of-use assets	\$ 62	\$ 396	\$ 213	\$ 1,313
Interest on lease liabilities	\$ 1,492	\$ 5,452	\$ 5,452	\$ 5,452
Operating lease cost	\$ 17,576	\$ 14,397	\$ 14,397	\$ 14,397
Short-term lease cost	\$ 2,905	\$ 755	\$ 6,332	\$ 2,367
Variable lease cost	\$ 10,246	\$ 8,802	\$ 8,802	\$ 8,802
Total lease cost	\$ 30,790	\$ 84,037	\$ 84,037	\$ 84,037
Amortization of right-of-use assets	\$ 60,467	\$ 52,134	\$ 235	\$ 1,513
Financing cash flows from financing leases	\$ 28,566	\$ 1,513	\$ 1,513	\$ 1,513
Operating cash flows from operating leases	\$ 60,467	\$ 52,134	\$ 235	\$ 1,513
Right-of-use assets obtained in exchange for new financing lease liabilities	\$ 218	\$ 21	\$ 21	\$ 21
Right-of-use assets obtained in exchange for new operating lease liabilities	\$ 57,098	\$ 28	\$ 566	\$ 566
Weighted-average remaining lease term (years)	2.4	2.4	2.4	2.4
Weighted-average IBR (percentage)	57	57	57	57
Operating leases	3.8	3.8	3.8	3.8
Estimated undiscounted future lease payments under non-cancelable operating leases and financing leases, along with a reconciliation of the undiscounted cash flows to operating and financing lease liabilities, respectively, as of October 5, 2024 (in thousands) were as follows:	\$ 1,492	\$ 5,452	\$ 5,452	\$ 5,452
Operating lease liabilities	\$ 1,492	\$ 5,452	\$ 5,452	\$ 5,452
Financing lease liabilities	\$ 1,492	\$ 5,452	\$ 5,452	\$ 5,452
Amortization of right-of-use assets	\$ 62	\$ 396	\$ 213	\$ 1,313
Interest on lease liabilities	\$ 1,492	\$ 5,452	\$ 5,452	\$ 5,452
Operating lease cost	\$ 17,576	\$ 14,397	\$ 14,397	\$ 14,397
Short-term lease cost	\$ 2,905	\$ 755	\$ 6,332	\$ 2,367
Variable lease cost	\$ 10,246	\$ 8,802	\$ 8,802	\$ 8,802
Total lease cost	\$ 30,790	\$ 84,037	\$ 84,037	\$ 84,037
Amortization of right-of-use assets	\$ 60,467	\$ 52,134	\$ 235	\$ 1,513
Financing cash flows from financing leases	\$ 28,566	\$ 1,513	\$ 1,513	\$ 1,513
Operating cash flows from operating leases	\$ 60,467	\$ 52,134	\$ 235	\$ 1,513
Right-of-use assets obtained in exchange for new financing lease liabilities	\$ 218	\$ 21	\$ 21	\$ 21
Right-of-use assets obtained in exchange for new operating lease liabilities	\$ 57,098	\$ 28	\$ 566	\$ 566
Weighted-average remaining lease term (years)	2.4	2.4	2.4	2.4
Weighted-average IBR (percentage)	57	57	57	57
Operating leases	3.8	3.8	3.8	3.8
Estimated undiscounted future lease payments under non-cancelable operating leases and financing leases, along with a reconciliation of the undiscounted cash flows to operating and financing lease liabilities, respectively, as of October 5, 2024 (in thousands) were as follows:	\$ 1,492	\$ 5,452	\$ 5,452	\$ 5,452
Operating lease liabilities	\$ 1,492	\$ 5,452	\$ 5,452	\$ 5,452
Financing lease liabilities	\$ 1,492	\$ 5,452	\$ 5,452	\$ 5,452
Amortization of right-of-use assets	\$ 62	\$ 396	\$ 213	\$ 1,313
Interest on lease liabilities	\$ 1,492	\$ 5,452	\$ 5,452	\$ 5,452
Operating lease cost	\$ 17,576	\$ 14,397	\$ 14,397	\$ 14,397
Short-term lease cost	\$ 2,905	\$ 755	\$ 6,332	\$ 2,367
Variable lease cost	\$ 10,246	\$ 8,802	\$ 8,802	\$ 8,802
Total lease cost	\$ 30,790	\$ 84,037	\$ 84,037	\$ 84,037
Amortization of right-of-use assets	\$ 60,467	\$ 52,134	\$ 235	\$ 1,513
Financing cash flows from financing leases	\$ 28,566	\$ 1,513	\$ 1,513	\$ 1,513
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Amortization of right-of-use assets	\$ 60,467	\$ 52,134	\$ 235	\$ 1,513
Financing cash flows from financing leases	\$ 28,566	\$ 1,513	\$ 1,513	\$ 1,51

potential losses. 28 15. COMMITMENTS AND CONTINGENCIES Self-insurance reserves and other commitments and contingenciesThe company records self-insurance reserves as an other accrued liability on our Condensed Consolidated Balance Sheets. The reserves include an estimate of expected settlements on pending claims, defense costs and a provision for claims incurred but not reported. These estimates are based on the company's assessment of potential liability using an analysis of available information with respect to pending claims, historical experience and current cost trends. The amount of the company's ultimate liability in respect of these matters may differ materially from these estimates.In the event the company ceases to utilize the independent distributor model or exits a geographic market, the company is contractually required in some situations to purchase the distribution rights from the independent distributor. The company expects to continue operating under this model and has concluded for the litigation described below that none require loss contingency recognition pursuant to our policy. See Note 2, Summary of Significant Accounting Policies, of our Form 10-K.The company's facilities are subject to various federal, state and local laws and regulations regarding the discharge of material into the environment and the protection of the environment in other ways. The company is not a party to any material proceedings arising under these laws and regulations. The company believes that compliance with existing environmental laws and regulations will not materially affect the consolidated financial condition, results of operations, cash flows or the competitive position of the company. The company believes it is currently in substantial compliance with all material environmental laws and regulations affecting the company and its properties. LitigationThe company and its subsidiaries from time to time are parties to, or targets of, lawsuits, claims, investigations and proceedings, including personal injury, commercial, contract, environmental, antitrust, product liability, health and safety and employment matters, which are being handled and defended in the ordinary course of business. At this time, the company is defending fourteen complaints filed by IDPs alleging that such distributors were misclassified as independent contractors. Six of these lawsuits seek class and/or collective action treatment. The remaining eight cases either allege individual claims or do not seek class or collective action treatment or, in cases in which class treatment was sought, the court denied class certification. The respective courts have ruled on plaintiffs' motions for class certification in one of the pending cases, each of which is discussed below. Unless otherwise noted, a class was conditionally certified under the Fair Labor Standards Act ("FLSA") in each of the cases described below, although the company has the ability to petition the court to decertify that class at a later date. Case Name A Case No. A Venue A Date Filed Martins v. Flowers Foods, Inc., Flowers Baking Co. of Bradenton, LLC and Flowers Baking Co. of Villa Rica, LLC A 8:16-cv-03145 A U.S. District Court Middle District of Florida A 11/8/2016 A The company and/or its respective subsidiaries contest the allegations and are vigorously defending all of these lawsuits. Given the stage of the complaints and the claims and issues presented, except for lawsuits disclosed herein that have reached a settlement or agreement in principle, the company cannot reasonably estimate at this time the possible loss or range of loss that may arise from the unresolved lawsuits. 29 Since the beginning of Fiscal 2023, the company has settled, and the appropriate court has approved, the following collective/class action lawsuits filed by IDPs alleging that such IDPs were misclassified as independent contractors. Case Name A Case No. A Venue A Date Filed A Comments Ludlow et al. v. Flowers Foods, Inc., Flowers Bakeries, LLC and Flowers Finance, LLC A 3:18-cv-01190 A U.S. District Court Southern District of California A 6/6/2018 A On March 18, 2024, the court approved a settlement to settle this lawsuit and two companion cases A Maciel et al. v. Flowers Foods, Inc. et al., No. 3:20-cv-02059-JO-JLB (U.S. District Court for the Southern District of California) and Maciel v. Flowers Foods, Inc. et al., No. 20-CIV-02959 (Superior Court of San Mateo County, California). The settlement provides for a \$55.4 million common fund, which was paid during the second quarter of Fiscal 2024, to cover settlement payments to a class of approximately 475 plaintiffs, service awards, attorneys' fees and settlement administration expenses. The settlement also requires a phased repurchase of distribution rights associated with approximately 350 territories in California. Once completed, the company plans to service its California market with an employment model. The repurchase of distribution rights is anticipated to be completed by the first quarter of Fiscal 2025. The company estimates the repurchase cost of the 350 territories, along with 50 additional California territories that are not part of the settlement, to be approximately \$80.2 million (of which \$65.3 million was originally included in other accrued liabilities and the remaining \$14.9 million in a contra account to notes receivable). These amounts were recorded in the selling, distribution, and administrative expenses line item of the Consolidated Statements of Income (Loss) during Fiscal 2023. See Note 13, Debt and Other Obligations, for additional information on the company's commitments. 16. EARNINGS PER SHAREThe following is a reconciliation of net income (loss) and weighted average shares for calculating basic and diluted earnings (loss) per common share for the twelve and forty weeks ended October 5, 2024 and October 7, 2023, respectively (amounts and shares in thousands, except per share data):A A For the Twelve Weeks Ended A For the Forty Weeks Ended A A October 5, 2024 A A October 5, 2024 A A October 7, 2023 A A Net income (loss) A \$ 64,984 A A \$ (46,730) A \$ 204,994 A A \$ 87,740 A Basic Earnings (Loss) Per Common Share: A A A A A A A A Basic weighted average shares outstanding for common stock A 210,820 A A 211,522 A A 211,084 A A 211,773 A Basic earnings (loss) per common share A \$ 0.31 A A \$ (0.22) A \$ 0.97 A A \$ 0.41 A Diluted Earnings (Loss) Per Common Share: A A A A A A A A Basic weighted average shares outstanding for common stock A 210,820 A A 211,522 A A 211,084 A A 211,773 A Add: Shares of common stock assumed issued upon exercise of A A stock options and vesting of restricted stock A 1,155 A A A A 1,039 A A A 1,682 A Diluted weighted average shares outstanding for common stock A 211,975 A A 211,522 A A 212,123 A A 213,455 A Diluted earnings (loss) per common share A \$ 0.31 A A \$ (0.22) A \$ 0.97 A A \$ 0.41 A A 30 There were no anti-dilutive shares and 37,809 anti-dilutive shares during the twelve and forty weeks ended October 5, 2024, respectively. There were 302,770 anti-dilutive shares during the twelve and forty weeks ended October 7, 2023. A 17. STOCK-BASED COMPENSATION On March 5, 2014, our Board of Directors approved and adopted the 2014 Omnibus Equity and Incentive Compensation Plan (the "Omnibus Plan"). The Omnibus Plan was approved by our shareholders on May 21, 2014 and authorized 8,000,000 shares to be used for awards under the Omnibus Plan. The Omnibus Plan authorizes the compensation committee of the Board of Directors to provide equity-based compensation in the form of stock options, stock appreciation rights, restricted stock, restricted stock units, performance shares, performance units, dividend equivalents and other awards to provide our officers, key employees, and non-employee directors' incentives and rewards for performance. Equity awards granted after May 21, 2014 are governed by the Omnibus Plan. On May 25, 2023, the company amended and restated the Omnibus Plan to register an additional 9,340,000 shares. The following is a summary of restricted stock and deferred stock outstanding under the Omnibus Plan described above. Information relating to the company's stock appreciation rights, which were issued under a separate stock appreciation right plan, is also described below. The company typically grants awards at the beginning of its fiscal year. Information on grants to employees during the forty weeks ended October 5, 2024 is discussed below. A Performance-Contingent Restricted Stock AwardsPerformance-Contingent Total Shareholder Return Shares (the "TSR Shares")Certain key employees have been granted performance-contingent restricted stock under the Omnibus Plan in the form of TSR Shares. The awards vest approximately three years from the date of grant (after the filing of the company's Annual Report on Form 10-K), and the shares become non-forfeitable if, and to the extent that, on that date the vesting conditions are satisfied. The total shareholder return (the "TSR") is the percent change in the company's stock price over the measurement period plus the dividends paid to shareholders. The performance payout is calculated at the end of each of the last four quarters (averaged) in the measurement period. Once the TSR is determined for the company (the "Company TSR"), it is compared to the TSR of our food company peers (the "Peer Group TSR"). The Company TSR compared to the Peer Group TSR will determine the payout as set forth below. A Percentile A Payout as % of Target A 90th A 200 % 70th A 150 % 50th A 100 % 30th A 50 % Below 30th A 0 % A For performance between the levels described above, the degree of vesting is interpolated on a linear basis. The TSR Shares vest immediately if the grantee dies or becomes disabled. For awards granted starting in Fiscal 2024, if the grantee retires after attaining at least age 55, provided that the sum of the grantee's age plus years of service is an amount equal to or greater than 65, on the normal vesting date the grantee will receive a pro-rated number of shares based upon the retirement date and measured at the actual performance for the entire performance period. For awards granted prior to Fiscal 2024, if the grantee retires at age 65 (or age 55 with at least 10 years of service with the company) or later, on the normal vesting date the grantee will receive a pro-rated number of shares based upon the retirement date and measured at the actual performance for the entire performance period. In addition, if the company undergoes a change in control, the TSR Shares will immediately vest at the target level, provided that if 12 months of the performance period have been completed, vesting will be determined based on Company TSR as of the date of the change in control without application of four-quarter averaging. During the vesting period, the grantee has none of the rights of a shareholder. Dividends declared during the vesting period will accrue and will be paid at vesting on the TSR Shares that ultimately vest. The fair value estimate was determined using a Monte Carlo simulation model, which utilizes multiple input variables to estimate the probability of the company achieving the market condition discussed above. Inputs into the model included the following for the company and comparator companies: (i) TSR from the beginning of the performance cycle through the measurement date; (ii) volatility; (iii) risk-free interest rates; and (iv) the correlation of the comparator companies' TSR. The inputs are based on historical capital market data. The following performance-contingent TSR Shares have been granted during the forty weeks ended October 5, 2024 under the Omnibus Plan (amounts in thousands, except price data):A Grant Date A Shares Granted A A Vesting Date A Fair Value per Share A 12/31/2023 A A 272 A A 2/28/2027 A \$ 26.07 A A 31 Performance-Contingent Return on Invested Capital Shares (the "ROIC Shares")Certain key employees have been granted performance-contingent restricted stock under the Omnibus Plan in the form of ROIC Shares. The awards generally vest approximately three years from the date of grant (after the filing of the company's Annual Report on Form 10-K), and the shares become non-forfeitable if, and to the extent that, on that date, the vesting conditions are satisfied. Return on Invested Capital (the "ROIC") is calculated by dividing our profit, as defined, by the invested capital. Generally, the performance condition requires the company's average ROIC to exceed its average weighted cost of capital (the "WACC") by between 1.50 to 4.50 percentage points for the Fiscal 2024 awards and 1.75 to 4.75 percentage points for the Fiscal 2023 and Fiscal 2022 awards (the "ROI Target") over the three fiscal year performance period. If the lowest ROI Target is not met, the awards are forfeited. The ROIC Shares can be earned based on a range of target as defined below: A Difference of ROIC minus WACC A 2024 Award Less than 150A basis points A 0% 150A basis points A 50% 300A basis points A 100% 450+ basis points A 150% A A Difference of ROIC minus WACC A 2023 and 2022 Award Less than 175A basis points A 0% 175A basis points A 50% 375A basis points A 100% 475+ basis points A 125% For performance between the levels described above, the degree of vesting is interpolated on a linear basis. The ROIC Shares vest immediately if the grantee dies or becomes disabled. For awards granted starting in Fiscal 2024, if the grantee retires after attaining at least age 55, provided that the sum of the grantee's age plus years of service is an amount equal to or greater than 65, on the normal vesting date the grantee will receive a pro-rated number of shares based upon the retirement date and measured at the actual performance for the entire performance period. For awards granted prior to Fiscal 2024, if the grantee retires at age 65 (or age 55 with at least 10 years of service with the company) or later, on the normal vesting date the grantee will receive a pro-rated number of ROIC Shares based upon the retirement date and actual performance for the entire performance period. In addition, if the company undergoes a change in control, the ROIC Shares will immediately vest at the target level. During the vesting period, the grantee has none of the rights of a shareholder. Dividends declared during the vesting period will accrue and will be paid at vesting on the ROIC Shares that ultimately vest. The fair value of this type of award is equal to the stock price on the grant date. Since these awards have a performance condition feature, the expense associated with these awards may change depending on the expected ROI Target attained at each reporting period. The 2022 award is being expensed at our current estimated payout percentage of 125% of ROI Target, and the 2023 and 2024 awards are being expensed at 100%. The following performance-contingent ROIC Shares have been granted under the Omnibus Plan during the forty weeks ended October 5, 2024 (amounts in thousands, except price data):A Grant Date A Shares Granted A A Vesting Date A Fair Value per Share A 12/31/2023 A A 272 A A 2/28/2027 A \$ 22.51 A A Performance-Contingent Restricted Stock A The table below presents the TSR modifier share adjustment (a 12.69% final payout), ROIC modifier share adjustment (a 12.5% final payout), accumulated dividends on vested shares, and the tax benefit at vesting of the performance-contingent restricted stock awards (amounts in thousands, except per share data):A Award Granted A A Fiscal Year Vested A A TSR Modifier Increase Shares A A ROIC Modifier Increase Shares A A Dividends at Vesting A A Tax Benefit A A Fair Value at Vesting A A 2021 A A 2024 A A 92,775 A A 83,835 A A \$ 2,173 A A \$ 286 A A \$ 19,419 A A 32 The company's performance-contingent restricted stock activity for the forty weeks ended October 5, 2024 is presented below (amounts in thousands, except price data): A A A Shares A A Weighted Average Grant Date Fair Value A Nonvested shares at December 30, 2023 A A 2,017 A A \$ 27.70 A Granted A A 544 A A \$ 24.29 A A Grant increase for achieving the ROIC modifier A A 84 A A \$ 22.51 A A Grant increase for achieving the TSR modifier A A 93 A A \$ 26.07 A Vested A A (848) A A \$ 24.40 A A Forfeited A A (51) A A \$ 28.09 A A Nonvested shares at October 5, 2024 A A 1,839 A A \$ 27.85 A A As of October 5, 2024, there was \$21.5 million of total unrecognized compensation cost related to nonvested restricted stock granted under the Omnibus Plan. That cost is expected to be recognized over a weighted-average period of 1.77 years. Time-Based Restricted Stock UnitsCertain key employees have been granted time-based restricted stock units (the "TBSU Shares") at the beginning of the year. These awards vest on January 5th each year in equal installments over a three-year period which began in Fiscal 2021. Occasionally, awards may be issued that have a vesting period of less than three years. Dividends earned on shares will be held by the company during the vesting period and paid in cash when the awards vest and shares are distributed. The following TBSU Shares have been granted under the Omnibus Plan during the forty weeks ended October 5, 2024 (amounts in thousands, except price data):A Grant Date A Shares Granted A A Vesting Date A Fair Value per Share A 12/31/2023 A A 22.51 A A 2/16/2024 A A 7 A A Equally over 3A years A \$ 22.42 A A 7/14/2024 A A 23 A A Equally over 3A years A \$ 21.92 A A The TBSU Shares activity for the forty weeks ended October 5, 2024 is set forth below (amounts in thousands, except price data): A A A TBSU Shares A A Weighted Average Fair Value A A Weighted Average Remaining Contractual Term (Years) A A Unrecognized Compensation Cost A Nonvested shares at December 30, 2023 A A 473 A A \$ 26.67 A A A A A A Vested A A (249) A A \$ 25.75 A A A A A A Granted A A 848 A A \$ 22.51 A A A A A A Forfeitures A A (79) A A \$ 24.12 A A A A A A A Nonvested shares at October 5, 2024 A A 993 A A \$ 23.56 A A 2.05 A A \$ 15,960 A A The table below presents the accumulated dividends on vested shares and the tax (expense)/benefit at vesting of the time-based restricted stock units (amounts in thousands). A Award Granted A A Fiscal Year Vested A A Dividends at Vesting A A Tax (Expense) Benefit A A Fair Value at Vesting A A 2023 A A 2024 A A \$ 73 A A \$ (141) A A \$ 2,674 A A 2022 A A 2024 A A \$ 103 A A \$ (69) A A \$ 1,348 A A 2021 A A 2024 A A \$ 197 A A \$ 3 A A \$ 1,734 A A 33 Deferred StockNon-employee directors may convert their annual board retainers into deferred stock equal in value to 100% of the cash payments directors would otherwise receive and the vesting period is a one-year period to match the period that cash would have been received if no conversion existed. Accumulated dividends are paid upon delivery of the shares. During the forty weeks ended October 5, 2024, non-employee directors elected to receive, and were granted, an aggregate grant of 6,663 common shares for board retainer deferrals pursuant to the Omnibus Plan. During the first quarter of Fiscal 2023, non-employee directors elected to

manufacturer and distributor of bagels, tortillas, breads, buns, English muffins, and flat breads with one production facility in West Jordan, Utah and, prior to the acquisition, Papa Pita co-manufactured certain products for us. Papa Pita has direct-store-delivery distribution in the western United States ("U.S."), expanding our geographic reach. We incurred additional acquisition costs during the forty weeks ended October 7, 2023 of \$3.7 million, and these costs are reflected in the selling, distribution, and administrative expenses line item of the Condensed Consolidated Statements of Income (Loss). Executive Overview Business Flowers is the second-largest producer and marketer of packaged bakery foods in the U.S. Our principal products include breads, buns, rolls, snack items, bagels, English muffins, and tortillas and are sold under a variety of brand names, including Natureâ™s Own, 38 Dave's Killer Bread ("DKB"), Wonder, Canyon Bakehouse, Tastykake, and Mrs. Freshleyâ™s. Our brands are among the best known in the U.S. baking industry. Many of our brands have a major presence in the product categories in which they compete. We manage our business as one operating segment. Flowersâ™ strategic priorities include developing our team, focusing on our brands, prioritizing our margins, and proactively seeking smart, disciplined acquisitions in the grain-based foods category. We believe that executing on our strategic priorities will drive future growth and margin expansion and deliver meaningful shareholder value over time allowing us to achieve our long-term financial targets of 1% to 2% sales growth, 4% to 6% EBITDA growth, and 7% to 9% EPS growth. The company defines EBITDA as earnings before interest, taxes, depreciation and amortization. Optimization initiatives in our procurement, distribution, operations, and administrative functions are projected to save \$40 million to \$50 million in Fiscal 2024. Highlights â¢Natureâ™s Own is the best-selling loaf bread in the U.S., DKB is the #1 selling organic brand in the U.S., and Canyon Bakehouse is the #1 selling gluten-free bread brand in the U.S. (Source: Circana Total US MultiOutlet+ w/ Conv 12 Weeks Ended 10/6/24). â¢Our branded retail sales comprised 64.3% of total sales for the forty weeks ended October 5, 2024 as compared to 64.1% for the forty weeks ended October 7, 2023. â¢As of October 5, 2024, we operated 45 bakeries, which produce fresh and frozen breads, buns, and rolls, as well as snack items, bagels, English muffins, and tortillas. â¢We distribute our fresh bakery foods through a direct-store-delivery ("DSD") distribution system, whereby product is primarily sold by a network of independent distributor partners to retail and foodservice customers with access to more than 85% of the U.S. population. In certain markets, we utilize a sales employee model to facilitate the distribution of product through our DSD distribution system. â¢We offer nationwide distribution of certain fresh snack items and frozen breads and rolls via contract carriers. Impact of the Inflationary Economic Environment and Other Macroeconomic Factors on Our Business We continue to monitor the impact of a variety of factors on our business, including the impact of the inflationary economic environment on our costs and the buying patterns of our consumers, supply chain disruptions, increased labor costs, the conflict between Russia and Ukraine, and the conflict in the Middle East. Our results through the third quarter of Fiscal 2024 continued to benefit from a more optimal sales mix of branded retail products as compared to pre-pandemic periods. However, inflationary pressures are impacting consumer purchasing patterns. Inflation, particularly for input costs, has also impacted our business during the previous two fiscal years which has partially offset the improved sales mix. We implemented price increases to mitigate these cost pressures during the first quarter of Fiscal 2023 and midway through the second quarter of Fiscal 2023. Commodity cost inflation began to moderate in the latter half of Fiscal 2023 and we expect that trend to continue throughout the remainder of Fiscal 2024. Additionally, in the prior year period, capacity constraints, largely for gluten-free production, resulted in reduced production volumes and sales. These supply chain and other disruptions could continue to negatively impact production volumes as the global and U.S. supply chain remains uncertain. Although the conflict between Russia and Ukraine and the conflict in the Middle East have not impacted our operations directly, we are closely monitoring the impact on the broader economy including on the availability and price of commodities used in or for the production of our products. Disruptions in our operations, related to factors including, but not limited to, the procurement of raw materials and packaging items, transport of our products, and workforce availability, have negatively impacted, and could continue to negatively impact, our operations, results of operations, cash flows, and liquidity. Labor shortages and turnover at some bakeries has negatively impacted our results in the current and prior year periods. These and other factors, including, but not limited to, high employment rates and additional government regulations, may continue to adversely affect labor availability and labor costs. These challenges may negatively impact the efficiency of our production lines and our ability to operate at, or near, full capacity, and could result in increased labor costs, including additional overtime to meet demand, and higher wage rates to attract and retain workers. An overall labor shortage, lack of skilled labor, or increased turnover has and could continue to have a negative impact on the companyâ™s operations, results of operations, liquidity, or cash flows. We believe we have sufficient liquidity to satisfy our cash needs and we continue to execute on our strategic priorities, including our transformation strategy initiatives, as further discussed in the â¢Liquidity and Capital Resourcesâ section below. 39 Summary of Operating Results, Cash Flows and Financial Condition Sales decreased 0.7% for the twelve weeks ended October 5, 2024 compared to the same quarter in the prior year due to volume declines of 2.4%, partially offset by positive price/mix of 1.7%. Branded Retail sales declined 1.5%, while sales in the Other sales category increased 0.7%. Positive price/mix resulted mostly from optimizing our foodservice business, partially offset by negative price/mix in Branded Retail due to competitive dynamics. Both sales categories experienced softer volumes with the largest decline in sales of cake products. Sales of DKB, Nature's Own, and Canyon Bakehouse grew on higher volumes, partially offset by negative price/mix. Sales increased 0.8% for the forty weeks ended October 5, 2024 compared to the same period in the prior year. Price/mix contributed 2.0% and the Papa Pita acquisition contributed 0.2% (cycled on February 17, 2024), partially offset by volume declines of 1.4%. The benefits of inflation-driven pricing actions implemented predominantly in the prior year and optimizing our foodservice business were partially offset by softer volumes. Branded Retail volumes were relatively unchanged. Volume declines in the Other sales category largely resulted from exiting certain lower margin business in the second half of Fiscal 2023 and vending decreases, partially offset by growth in store branded retail volumes. DKB sales continued to increase due to higher volumes, and sales of Nature's Own improved on positive price/mix, partially offset by lower volumes. For the twelve weeks ended October 5, 2024, income from operations was \$90.2 million compared to a \$59.3 million loss from operations in the prior year quarter. The improvement resulted mostly from the prior year legal settlement and related costs and moderating input costs, and, to a lesser extent, benefits of optimizing our foodservice business, lower distributor distribution fees, reduced marketing investments, and decreased logistics and consulting costs. These benefits were partially offset by increased workforce-related costs, higher rent expenses, greater outside purchases of product, and lower production volumes quarter over quarter. Income from operations was \$286.9 million for the forty weeks ended October 5, 2024 compared to \$123.0 million in the prior year period. The improvement primarily resulted from the prior year legal settlement and related costs, as well as moderating input costs, improved sales price/mix, decreased distributor distribution fees, and lower consulting costs. Those factors were partially offset by increased plant closure costs and impairment of assets, greater workforce-related costs, higher rent expenses, increased depreciation expense, and lower production volumes (excluding the acquisition impact). Net income for the twelve weeks ended October 5, 2024 was \$65.0 million compared to a net loss of \$46.7 million in the prior year quarter. The improvement resulted primarily from the increase in income from operations, as described above, and a lower effective tax rate quarter over quarter. Net income for the forty weeks ended October 5, 2024 was \$205.0 million compared to \$87.7 million in the prior year period. The year over year growth resulted primarily from the increase in income from operations, as described above, net of a higher effective tax rate in the current year period. During the forty weeks ended October 5, 2024, we generated net cash flows from operations of \$282.4 million, invested \$86.6 million in capital expenditures, and increased our indebtedness by \$5.0 million. Additionally, we paid \$152.5 million in dividends to our shareholders and repurchased \$22.7 million of company stock. On April 15, 2024, we amended the two-year \$200.0 million accounts receivable repurchase facility (the "repurchase facility") to extend the scheduled facility expiration date to April 14, 2026. During the forty weeks ended October 7, 2023, we generated net cash flows from operations of \$257.3 million, paid \$274.8 million for the Papa Pita acquisition (inclusive of the net working capital purchase price adjustment), invested \$97.0 million in capital expenditures, and increased our indebtedness \$145.0 million primarily to fund the acquisition. Also, in the prior year period, we paid \$146.7 million in dividends to our shareholders and repurchased \$30.9 million of company stock. Transformation Strategy Initiatives In the second half of Fiscal 2020, we launched initiatives to transform our business operations. The primary goals of these initiatives are: (1) enable a more agile business model, empowering the organization by fundamentally redesigning core business processes; (2) embed digital capabilities and transform the way we engage with our consumers, customers and employees; and (3) modernize and simplify our application and technology infrastructure landscape, inclusive of the upgrade of our ERP system. As discussed above, in February 2023, we announced a restructuring of plant operation responsibilities from the sales function to the supply chain function to improve operational effectiveness, increase profitable sales, and better meet customer requirements. This restructuring has transitioned to digitally enabling these key functions, driving accountability, and improving operational performance and sales execution. 40 Digital Strategy Initiatives Our digital strategy initiatives include investments in digital domains of e-commerce, autonomous planning, bakery of the future, digital logistics, and digital sales. In e-commerce, we strive to become a category and market share leader, engage with the consumer through digital platforms and marketplaces, and support our retail partnersâ™ omnichannel strategies. The autonomous planning domain encompasses predictive ordering, cost-to-serve modeling, integrated business planning, and supply and demand forecasting, among other areas. Bakery of the future involves transforming our current manufacturing processes and operational visibility to apply industry-leading digital manufacturing tools, such as real-time performance management and visibility, automation of repetitive processes, standardization of processes and procedures, and sensor-based quality monitoring tools to improve consistency and quality. Digital logistics includes real-time operational visibility, improving our routing efficiency, and automating the freight bill pay audit process. Finally, digital sales is focused on improving our sales execution through improved visibility to in-store activities, streamlined reporting, focusing in-store priorities, and improved collaboration tools across our sales ecosystem. These digital domains are expected to improve data visibility and efficiencies while automating many of our processes. When fully implemented, we expect this will further our brand efforts, bring us closer to the consumer, increase operational efficiencies, and deliver higher-quality, real-time insights, which will in turn enable more predictive business decision-making. We transitioned into the implementation phase for the e-commerce, autonomous planning, and bakery of the future domains and selected two bakeries for the pilot program for bakery of the future and autonomous planning in Fiscal 2021. To date, we have rolled out bakery of the future to 36 bakeries, digital logistics to all bakery locations, and autonomous planning and our digital sales tools across our entire sales organization. Costs related to the digital initiatives are fluid and cannot be currently estimated. 41 ERP Upgrade Our ERP initiative, which includes upgrading our information system platform, is expected to improve data management and efficiencies while automating many of our processes. We completed the initial planning and road mapping phase of the ERP upgrade at the end of Fiscal 2020. In the first quarter of Fiscal 2021, we transitioned into the design phase and engaged a leading, global consulting firm to assist us in designing and implementing the upgrade of our ERP platform and to serve as the system integrator for the project. We transitioned into the build phase at the beginning of Fiscal 2022 and during the second quarter of Fiscal 2023, we began deploying the ERP upgrade. The deployment is anticipated to be completed in Fiscal 2026. We currently estimate total costs for the upgrade of our ERP system will be approximately \$350 million (of which approximately 34% has been or is anticipated to be capitalized). In the third quarter of Fiscal 2024, we recorded a \$2.3 million asset impairment charge to fully impair certain ERP-related assets that no longer meet our business needs. As of October 5, 2024, we have incurred costs related to the project of approximately \$232 million. CRITICAL ACCOUNTING POLICIES: Our financial statements are prepared in accordance with generally accepted accounting principles in the U.S. ("GAAP"). These principles are numerous and complex. Our significant accounting policies are summarized in the Form 10-K. In many instances, the application of GAAP requires management to make estimates or to apply subjective principles to particular facts and circumstances. A variance in the estimates used or a variance in the application or interpretation of GAAP could yield a materially different accounting result. Refer to the Form 10-K for a discussion of the areas where we believe that the estimates, judgments or interpretations that we have made, if different, could yield the most significant differences in our financial statements. There have been no significant changes to our critical accounting policies from those disclosed in the Form 10-K. 41 RESULTS OF OPERATIONS: Results of operations, expressed as a percentage of sales and the dollar and percentage change from period to period, for the twelve and forty weeks ended October 5, 2024 and October 7, 2023, respectively, are set forth in the tables below (dollars in thousands): For the Twelve Weeks Ended October 5, 2024 Percentage of Sales Increase (Decrease) For the Twelve Weeks Ended October 5, 2023 Percentage of Sales Increase (Decrease) For the Forty Weeks Ended October 5, 2024 Percentage of Sales Increase (Decrease) For the Forty Weeks Ended October 5, 2023 Percentage of Sales Increase (Decrease) For the Twelve Weeks Ended October 7, 2023 Percentage of Sales Increase (Decrease) For the Forty Weeks Ended October 7, 2023 Percentage of Sales Increase (Decrease) For the Twelve Weeks Ended October 5, 2024 Percentage of Sales Increase (Decrease) For the Forty 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notice depending on then-existing business or market conditions and other factors. During the forty weeks ended October 5, 2024, 992,233 shares, at a cost of \$22.7 million, of the company's common stock were repurchased under the share repurchase plan. From the inception of the share repurchase plan through October 5, 2024, 73.0 million shares, at a cost of \$755.9 million, have been repurchased. Accounting Pronouncements Recently Adopted and Not Yet Adopted See Note 2, Recent Accounting Pronouncements, of Notes to Condensed Consolidated Financial Statements of this Form 10-Q for information regarding recently adopted accounting pronouncements and accounting pronouncements not yet adopted. 51 ITEM 3. QUANTITATIVE AND QUALITATIVE DISCLOSURES ABOUT MARKET RISK The company uses derivative financial instruments as part of an overall strategy to manage market risk. The company uses forward, futures, swap and option contracts to hedge existing or future exposure to changes in interest rates and commodity prices. The company does not enter into these derivative financial instruments for trading or speculative purposes. If actual market conditions are less favorable than those anticipated, raw material prices could increase significantly, adversely affecting the margins from the sale of our products. Commodity Price Risk The company enters into commodity forward, futures and option contracts and swap agreements for wheat and, to a lesser extent, other commodities in an effort to provide a predictable and consistent commodity price and thereby reduce the impact of market volatility in its raw material and packaging prices. As of October 5, 2024, the company's hedge portfolio contained commodity derivatives with a fair value of \$0.6 million, based on quoted market prices. All of this amount relates to instruments that will be utilized in Fiscal 2025 except for an immaterial amount that will be utilized in Fiscal 2024. A sensitivity analysis has been prepared to quantify the company's potential exposure to commodity price risk with respect to the derivative portfolio. Based on the company's derivative portfolio as of October 5, 2024, a hypothetical ten percent increase (decrease) in commodity prices would increase (decrease) the fair value of the derivative portfolio by \$1.3 million. The analysis disregards changes in the exposures inherent in the underlying hedged items; however, the company expects that any increase (decrease) in fair value of the portfolio would be substantially offset by increases (decreases) in raw material and packaging prices. Interest Rate Risk The company's objectives in using interest rate derivatives are to add stability to interest expense and to manage its exposure to interest rate movements. To accomplish these objectives, the company primarily uses interest rate swaps as part of its interest rate risk management strategy. Interest rate swaps designated as cash flow hedges involve the receipt of variable amounts from a counterparty in exchange for the company making fixed-rate payments over the life of the agreements without exchange of the underlying notional amount. During the forty weeks ended October 5, 2024, such derivatives were used to hedge the variable cash flows associated with forecasted issuances of debt. As of October 5, 2024, the company's hedge portfolio contained interest rate derivatives with a fair value of \$0.6 million. A sensitivity analysis has been prepared to quantify the company's potential exposure to interest rate market risk with respect to our derivative portfolio. Based on the company's derivative portfolio as of October 5, 2024, a hypothetical 100-basis-point increase (decrease) in interest rates would increase (decrease) the fair value of the derivative portfolio by \$9.7 million and (\$9.8) million, respectively. 52 ITEM 4. CONTROLS AND PROCEDURES Management's Evaluation of Disclosure Controls and Procedures We have established and maintain a system of disclosure controls and procedures that are designed to ensure that material information relating to the company, which is required to be timely disclosed by us in reports that we file or submit under the Securities Exchange Act of 1934, as amended (the "Exchange Act"), is accumulated and communicated to management in a timely fashion and is recorded, processed, summarized and reported within the time periods specified by the SEC's rules and forms. Under the supervision and with the participation of our management, including our Chief Executive Officer (the CEO) and our Chief Financial Officer and Chief Accounting Officer ("CFO and CAO"), we conducted an evaluation of the effectiveness of our disclosure controls and procedures (as defined in Rules 13a-15(e) and 15d-15(e) under the Exchange Act) as of the end of the period covered by this report. Based upon that evaluation and as of the end of the period covered by this report, the CEO and the CFO and CAO concluded that the company's disclosure controls and procedures were effective to allow timely decisions regarding disclosure in its reports that the company files or submits to the SEC under the Exchange Act. Changes in Internal Control Over Financial Reporting There were no changes in our internal control over financial reporting that occurred during the fiscal quarter ended October 5, 2024 that have materially affected, or are reasonably likely to materially affect, internal control over financial reporting. 53 PART II. OTHER INFORMATION ITEM 1. LEGAL PROCEEDINGS For a description of all material pending legal proceedings, see Note 15, Commitments and Contingencies, of Notes to Condensed Consolidated Financial Statements of this Form 10-Q. ITEM 1A. RISK FACTORS Refer to Part I, Item 1A., Risk Factors, in the Form 10-K for information regarding factors that could affect the company's results of operations, financial condition and liquidity. Additional risks and uncertainties not presently known to us or that we currently deem to be immaterial also may affect us. The occurrence of any of these known or unknown risks could have a material adverse ultimate impact on our business, financial condition, or results of operations. ITEM 2. UNREGISTERED SALES OF EQUITY SECURITIES AND USE OF PROCEEDS As originally announced on December 19, 2002, and subsequently increased, our Board of Directors had approved a plan that authorized share repurchases of up to 74.6 million shares. On May 26, 2022, the company announced that the Board of Directors increased the company's share repurchase authorization by 20.0 million shares. Under the share repurchase plan, the company may repurchase its common stock in open market or privately negotiated transactions or under an accelerated share repurchase program at such times and at such prices as determined to be in the company's best interest. These repurchases may be commenced or suspended without prior notice depending on then-existing business or market conditions and other factors. There were no common stock repurchases under the share repurchase plan during the twelve weeks ended October 5, 2024. During the forty weeks ended October 5, 2024, 1.0 million shares, at a cost of \$22.7, were repurchased under the share repurchase plan. From the inception of the share repurchase plan through October 5, 2024, 73.0 million shares, at a cost of \$755.9 million, have been repurchased. The company currently has 21.5 million shares remaining available for repurchase under the share repurchase plan. ITEM 3. DEFAULTS UPON SENIOR SECURITIES Not applicable. ITEM 4. MINE SAFETY DISCLOSURES Not applicable. ITEM 5. OTHER INFORMATION None of the company's directors or officers adopted, modified, or terminated a "Rule 10b-5-1 trading arrangement" or a "non-rule 10b-5-1 trading arrangement," as each term is defined in Item 408 of Regulation S-K, during the company's fiscal quarter ended October 5, 2024. 54 ITEM 6. EXHIBITS The following documents are filed as exhibits hereto: A. Exhibit No Name of Exhibit 3.1. Amended and Restated Articles of Incorporation of Flowers Foods, Inc., as amended through May 21, 2020 (Incorporated by reference to Exhibit 3.1 to Flowers Foods' Current Report on Form 8-K, dated May 28, 2020, File No. 1-16247). 3.2. Amended and Restated Bylaws of Flowers Foods, Inc., as amended through August 18, 2023 (Incorporated by reference to Exhibit 3.1 to Flowers Foods' Current Report on Form 8-K, dated August 21, 2023, File No. 1-16247). 31.1 * Certification of Chief Executive Officer pursuant to Section 302 of the Sarbanes-Oxley Act of 2002. 31.2 * Certification of Chief Financial Officer pursuant to Section 302 of the Sarbanes-Oxley Act of 2002, by A. Ryals McMullan, Chairman and Chief Executive Officer, and R. Steve Kinsey, Chief Financial Officer and Chief Accounting Officer, for the quarter ended October 5, 2024. 101.INS * Inline XBRL Instance Document - the instance document does not appear in the Interactive Data File because its XBRL tags are embedded within the Inline XBRL document. 101.SCH * Inline XBRL Taxonomy Extension Schema Linkbase. 101.CAL * Inline XBRL Taxonomy Extension Calculation Linkbase. 101.DEF * Inline XBRL Taxonomy Extension Definition Linkbase. 101.LAB * Inline XBRL Taxonomy Extension Label Linkbase. 101.PRE * Inline XBRL Taxonomy Extension Presentation Linkbase. 104 * The cover page from Flowers Foods' Quarterly Report on Form 10-Q for the quarter ended October 5, 2024 has been formatted in Inline XBRL. A. Filed herewith 55 SIGNATURES Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized. A. A. FLOWERS FOODS, INC. A. A. A. A. A. By: A. /s/ A. RYALS A. MCMULLIAN A. Name: A. A. Ryals McMullan A. Title: A. Chairman and Chief Executive Officer A. A. By: A. /s/ R. STEVE A. KINSEY A. Name: A. R. Steve Kinsey A. Title: A. Chief Financial Officer and Chief Accounting Officer A. A. Date: November 8, 2024 56 EX-31.1 A. Exhibit 31.1 I, A. Ryals McMullan, certify that: 1.I have reviewed this quarterly report on Form 10-Q of Flowers Foods, Inc.; 2.Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report; 3.Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report; 4.The registrant's other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have: (a)designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared; (b)designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles; (c)evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and (d)disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and 5.The registrant's other certifying officer and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions): (a)All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and (b)Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting. Date: November 8, 2024 A. /s/ A. RYALS A. MCMULLIAN A. A. A. Ryals McMullan A. A. Chairman and Chief Executive Officer A. A. Times New Roman',sans-serif;font-size:9pt;font-weight:400;line-height:120%">15 EX-31.2 A. Exhibit 31.2 I, R. Steve Kinsey, certify that: 1.I have reviewed this quarterly report on Form 10-Q of Flowers Foods, Inc.; 2.Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report; 3.Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report; 4.The registrant's other certifying officer and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have: (a)designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared; (b)designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles; (c)evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and (d)disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and 5.The registrant's other certifying officer and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions): (a)All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and (b)Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting. Date: November 8, 2024 A. /s/ R. STEVE A. KINSEY A. A. R. Steve Kinsey A. A. Chairman and Chief Executive Officer A. A. A. A. /s/ R. STEVE A. KINSEY A. A. R. Steve Kinsey A. A. Chairman and Chief Executive Officer A. A. Date: November 8, 2024 The foregoing certification is being furnished solely pursuant to 18 U.S.C. Section 1350 and is not being filed as part of the Report or as a separate disclosure document. A