

Vitamin Shoppe, Inc.  
Form 8-K  
May 18, 2010

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

WASHINGTON, DC 20549

**FORM 8-K**

**CURRENT REPORT**

**PURSUANT TO SECTION 13 OR 15(D) OF THE**  
**SECURITIES EXCHANGE ACT OF 1934**

**Date of Report (Date of earliest event reported): May 17, 2010**

**Vitamin Shoppe, Inc.**

(Exact name of registrant as specified in its charter)

**Delaware**  
(State or other jurisdiction  
of incorporation)

**001-34507**  
(Commission  
File Number)

**11-3664322**  
(IRS Employer  
Identification No.)

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2101 91st Street

North Bergen, New Jersey 07047

(Address of Principal Executive Offices, including Zip Code)

(800) 223-1216

(Registrant's telephone number, including area code)

Check the appropriate box below if this Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 7.01. Regulation FD Disclosure.**

Vitamin Shoppe, Inc. (the Company ) announced today that the positive trend in comparable store sales experienced in the first quarter has continued into the second quarter. During the first quarter of 2010, the Company s comparable store sales increased 6.2% over the prior year. For the first seven weeks of the second quarter of 2010, comparable store sales increases exceeded the trend from the first quarter. The Company s results for the first seven weeks of the second quarter are preliminary and subject to change. The Company s results for the first seven weeks of the second quarter are not necessarily indicative of the results that may be expected for the entire fiscal second quarter.

**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.

VITAMIN SHOPPE, INC.

Date: May 18, 2010

By: /s/ JAMES M. SANDER  
Name: James M. Sander  
Title: Vice President, General Counsel and  
Corporate Secretary