

Edgar Filing: Vitamin Shoppe, Inc. - Form SC 13G

Vitamin Shoppe, Inc.
Form SC 13G
January 27, 2011

January 26, 2011

Securities and Exchange Commission
450 Fifth Street NW
Washington, DC 20549

RE: Schedule 13G
The Vitamin Shoppe, Inc.
As of December 31, 2010

Gentlemen:

In accordance with Section 13(d)(5) of the Securities Exchange Act of 1934, attached please find a copy of Schedule 13G for the above named company showing beneficial ownership of 5% or more as of December 31, 2010 filed on behalf of Eagle Asset Management, Inc.

Very truly yours,

Damian Sousa
Vice President
Chief Compliance Officer
DS:dv
Enclosures

cc: Office of the Corporate Secretary
The Vitamin Shoppe, Inc.
2101 91st Street
North Bergen, NJ 07047

Securities Division
NASD Financial Center
33 Whitehall Street
New York, NY 10004

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

Schedule 13G

Under the Securities Exchange Act of 1934
(Amendment No.)*

The Vitamin Shoppe, Inc.

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(Name of Issuer)

Class A Subordinate Voting Shares, No Par Value
(Title of Class of Securities)

92849E101
(CUSIP Number)

Check the following box if a fee is being paid with this statement _____. (A fee is not required only if the filing person: (1) has a previous statement on file reporting beneficial ownership of more than five percent of the class of securities described in Item 1; and (2) has filed no amendment subsequent thereto reporting beneficial ownership of five percent or less of such class.) (See Rule 13d-7.)

*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

Page 1 of 5 Pages
CUSIP NO. 92849E101

13G

1 NAME OF REPORTING PERSON
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON
Eagle Asset Management, Inc. 59-2385219

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP* (A) _____
(B) _____

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

State of Florida

NUMBER OF	5	SOLE VOTING POWER
SHARES		2,590,606
BENEFICIALLY	6	SHARED VOTING POWER
OWNED		- - -
AS OF		
DECEMBER 31, 2010	7	SOLE DISPOSITIVE POWER

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BY EACH
REPORTING
PERSON WITH

2,590,606

8 SHARED DISPOSITIVE POWER

- - -

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

2,590,606

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES*
[_____]

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

9.28%

12 TYPE OF REPORTING PERSON*

IA

*SEE INSTRUCTION BEFORE FILLING OUT!

Page 2 of 5 Pages

Item 1(a) Name of Issuer:

The Vitamin Shoppe, Inc.

Item 1(b) Address of Issuer's Principal Executing Offices:

2101 91st Street
North Bergen, NJ 07047

Item 2(a) Name of Person Filing:

Eagle Asset Management, Inc.

Item 2(b) Address of Principal Business Office:

880 Carillon Parkway
St. Petersburg, Florida 33716

Item 2(c) Citizenship:

Florida

Item 2(d) Title of Class of Securities:

Class A, No Par Value

Item 2(e) CUSIP Number:

92849E101

Item 3 Type of Reporting Person:

(e) Investment Adviser registered under Section 203 of the

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Investment Advisors Act of 1940

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Item 4 Ownership as of December 31, 2010

(a) Amount Beneficially Owned:

2,590,606 shares of common stock beneficially owned including:

	No. of Shares
Eagle Asset Management, Inc.	2,590,606

(b) Percent of Class: 9.28%

(c) Deemed Voting Power and Disposition Power:

(i)	(ii)	(iii)	(iv)
Deemed	Deemed	Deemed	Deemed
to have	to have	to have	to have
Sole Power	Shared Power	Sole Power	Shared Power
to Vote or	to Vote or	to Dispose	to Dispose
to Direct	to Direct	or to	or to
to Vote	to Vote	Direct the	Direct the
		Disposition	Disposition

Eagle Asset Management, Inc.	2,590,606	----	2,590,606	----
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Item 5 Ownership of Five Percent or Less of a Class:

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following.

()

Item 6 Ownership of More than Five Percent on Behalf of Another Person:

N/A

Item 7 Identification and Classification of the Subsidiary which Acquired the Security Being Reported on by the Parent Holding Company:

N/A

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Item 8 Identification and Classification of Members of the Group: N/A

Item 9 Notice of Dissolution of Group: N/A

Item 10 Certification:

By signing below I certify that to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and

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were not acquired in connection with or as a participant
in any transaction having such purposes or effect.

Signature

After reasonable inquiry and to the best of my knowledge and belief,
I certify that the information set forth in this statement is true, complete
and correct.

Date: January 26, 2011

EAGLE ASSET MANAGEMENT, INC.

Damian Sousa
Vice President
Chief Compliance Officer