SEC Form 4
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# FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549 STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

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Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person <sup>*</sup> Chung Calvin			2. Issuer Name and Ticker or Trading Symbol <u>Grocery Outlet Holding Corp.</u> [ GO ]		tionship of Reporting Pe all applicable) Director	10% Owner		
(Last) C/O GROCERY	) (First) (Middle) GROCERY OUTLET HOLDING CORP. ) HOLLIS STREET		3. Date of Earliest Transaction (Month/Day/Year) 04/25/2023	X	Officer (give title below) See Remark	Other (specify below) rks		
5650 HOLLIS S			4. If Amendment, Date of Original Filed (Month/Day/Year)	idual or Joint/Group Fili				
				X	Form filed by One Reporting Person			
(Street) EMERYVILLE	CA	94608			Form filed by More that Person	an One Reporting		
(City)	(State)	(Zip)	Rule 10b5-1(c) Transaction Indication					
			Check this box to indicate that a transaction was made pursuant t satisfy the affirmative defense conditions of Rule 10b5-1(c). See I					

## Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr.					5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code V		Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(1130. 4)
Common Stock	04/25/2023		A		6,876 <sup>(1)</sup>	A	\$ <mark>0</mark>	6,876	D	
Common Stock	04/25/2023		A		8,379(2)	A	\$ <mark>0</mark>	15,255	D	

## Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code ( 8)		of Deriv Secu Acqu (A) o Dispo of (D	posed D) :tr. 3, 4		7. Titl Amou Secur Unde Deriv Secur 3 and	int of rities rlying ative rity (Instr.	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership (Instr. 4)	
				Code	v			Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

#### Explanation of Responses:

1. Represents 6,876 restricted stock units ("RSUs") granted to the reporting person that will entitle the reporting person to receive one share of the Issuer's Common Stock per RSU. The RSUs will vest, and the underlying shares will be concurrently issued in a series of three equal installments on March 1, 2024, March 1, 2025 and March 1, 2026, subject to the continued service of the reporting person through such vesting dates.

2. Represents 8,379 restricted stock units ("RSUs") granted to the reporting person that will entitle the reporting person to receive one share of the Issuer's Common Stock per RSU. The RSUs will vest, and the underlying shares will be concurrently issued in a series of three equal installments on March 1, 2024, March 1, 2025 and March 1, 2026, subject to the continued service of the reporting person through such vesting dates. Does not include up to an additional 12,568 unvested performance stock units at target achievement (or up to an additional 25,136 unvested performance stock units at maximum achievement) which are eligible to vest upon the achievement of certain performance-based vesting conditions.

#### Remarks:

SVP, Chief Store Development Officer

/s/ Lauri Fischer, Lauri

Fischer, as Attorney-in-Fact

\*\* Signature of Reporting Person

04/26/2023

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* If the form is filed by more than one reporting person, see Instruction 4 (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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See

Instruction 1(b).