FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

| Washington, | DC | 20549 |
|-------------|----|-------|
| | | |

| OMB APPROVAL | | | | | | | | |
|--------------------------|-----|--|--|--|--|--|--|--|
| OMB Number: 3235-0287 | | | | | | | | |
| Estimated average burden | | | | | | | | |
| hours per response: | 0.5 | | | | | | | |

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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* Sheedy Robert Joseph Jr. | | | | | | 2. Issuer Name and Ticker or Trading Symbol Grocery Outlet Holding Corp. [GO] | | | | | | | (Che | elationship of eck all applica Director | able) | Perso | on(s) to Issu 10% Ow Other (s | ner |
|---|--|--|--|---------------------------------|-----------------------------|---|-------------------------|---------|--|---------------|--------------------|-------------------------------|---|--|-----------|--|---------------------------------------|-----|
| | , | First) JTLET HOLDIN EET | (Middle) | | | 3. Date of Earliest Transaction (Month/Day/Year) 05/23/2022 | | | | | | | 7 | V Ornicer (give title Other (specific below) President | | | | |
| (Street) | | °A | 94608 | | _ 4. | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | 6. Ir Line | | | | | | |
| (City) | (; | State) | (Zip) | n-Der | ivativ | tive Securities Acquired, Disposed of, or Beneficially Owned | | | | | | | | | | | | |
| 1. Title of Security (Instr. 3) 2. Transac Date (Month/Da | | | saction | tion 2A. Deemed Execution Date, | | 3. 4. Securities Acquired (A) or Transaction Code (Instr. 3, 4 ar | | | d (A) or | f 5. Amount | | Form (D) or ollowing (I) (In: | | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | | | | |
| | | | | | | | Code | v | Amount | (A) or (D) | Price | Transacti (Instr. 3 a | ction(s) | | | mett. 4) | | |
| Common Stock 05/23/2 | | | | 3/202 | 022 | | M | | 100,000 | 0 A | \$3.81 | 166,242 | | | D | | | |
| Common Stock 05/23/2 | | | | 3/202 | 2022 | | S | | 100,000 | 0 D | \$38.01 | 8.01 ⁽¹⁾ 66,242 | | | 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 Dat if any (Month/Day/Ye | Date, | ate, Transacti Code (Ins | | 5. Number of Derivative | | 6. Date Exercisable and Expiration Date (Month/Day/Year) | | of Securi | ng e Security | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported | s Illy | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | Beneficial Ownership (Instr. 4) | |
| | | | | | Code | ode V | | (D) | Date Exercisa | able | Expiration Date | Title | Amount or Number of Shares | Transactio (Instr. 4) | |)n(s) | | |
| Stock Options (Right to Buy) | \$3.81 | 05/23/2022 | | | М | 1 | | 100,000 | (2) | | 11/25/2024 | Common Stock | 100,000 | \$0 77,059 | | 9 | D | |

Explanation of Responses:

1. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$38.00 to \$38.03, inclusive. The reporting person undertakes to provide to Grocery Outlet Holding Corp. (the "Issuer"), any security holder of the Issuer or the staff of the Securities and Exchange Commission (the "Commission"), upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote to this Form 4.

Remarks:

/s/ Lauri Fischer, Lauri Fischer, 05/24/2022 attorney-in-fact

** Signature of Reporting Person 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.

^{2.} These stock options are vested and exercisable.