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FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

| Washington, | D.C. 20549 |
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| Check this box if no longer subject |
|-------------------------------------|
| to Section 16. Form 4 or Form 5 |
| obligations may continue. See |
| Instruction 1(b). |

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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

| Name and Address of Reporting Person* Read S. MacGregor Jr. | | | | | | 2. Issuer Name and Ticker or Trading Symbol Grocery Outlet Holding Corp. [GO] | | | | | | | | | heck all X D | ionship of Reportin all applicable) Director | | | 10% O | wner | |
|--|---|--|-------------------|------------------------------|---|---|---|-----|---|---------------|---|--|-------------------------------|--|---|---|--|---|--|---|--|
| | ` | UTLET HOLDIN | Middle) NG COI | RP. | 3. Date of Earliest Transaction (Month/Day/Year) 03/15/2021 | | | | | | | | | | | ffice | r (give title | | Other (below) | specify | |
| | 4. If A | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | | | | 6. Individual or Joint/Group Filing (Check Applical Line) | | | | | | | | | | |
| (Street) EMERY | VILLE C. | A 9 | 4608 | | | | | | | | | | | | F | Form filed by One Reporting Person Form filed by More than One Reporting Person | | | | | |
| (City) | (S | tate) (Z | Zip) | | | | | | | | | | | | | | | | | | |
| Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned | | | | | | | | | | | | | | | | | | | | | |
| D | | | | Date | 2. Transaction Date (Month/Day/Year) | | 2A. Deemed Execution Date, if any (Month/Day/Year) | | 3. Transaction Code (Instr. 8) | | 4. Securities Acquired (A Disposed Of (D) (Instr. 3, 5) | | | (A) or 3, 4 aı | 4 and Secur Benef Owne | | ies ially Following | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | | 7. Nature of Indirect Beneficial Ownership | |
| | | | | | | | Code V | | Amount | (A) or (D) | | Price | Tra | Reported Transaction(s) (Instr. 3 and 4) | | | | (Instr. 4) | | | |
| Common Stock 03/2 | | | | | /2021 | | | | A | | 1,175(1) | A | | \$0 | | 6,708 | | | D | | |
| Common Stock | | | | | | | | | | | | | | | | 2,307,975 | | | | By Trust ⁽²⁾ | |
| Common Stock | | | | | | | | | | | | | | | 2,307,975 | | 7,975 | | | By Trust ⁽³⁾ | |
| 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) | if any | med on Date, Day/Year) | 4. Transaction Code (Instr. 8) | | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | | 6. Date Expirati (Month/ | ion Da | | 7. Title and Amount of Securities Underlying Derivative Security (Ins 3 and 4) | | ıstr. | 8. Price Derivati Security (Instr. 5 | rivative curity | 9. Number derivative Securities Beneficiall Owned Following Reported Transactio (Instr. 4) | у | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | Beneficial Ownership (Instr. 4) | |
| | | | | | Code V | | (A) | (D) | | | Expiration Date | Title | Amo or Num of Sha | ber | | | | | | | |

Explanation of Responses:

- 1. Represents a grant of 1,175 fully vested deferred stock units, which resulted from the Reporting Person's earlier election to defer all of his quarterly cash retainer. Such deferred stock units will be settled in a single distribution in shares of the Issuer's common stock on the first business day of 2025.
- $2. \ Reflects \ shares \ directly \ held \ by \ the \ Nordlingen \ Trust \ dated \ 1/23/2012, \ as \ amended \ and \ restated \ 9/17/2014 \ of \ which \ Mr. \ Read \ is \ a \ Trustee.$
- 3. Reflects shares directly held by the Redmond Trust dated 10/19/2003, as amended and restated 9/17/2014 of which Mr. Read is a Trustee.

Remarks:

/s/ Pamela B. Burke, Pamela B. Burke, as Attorney-in-Fact

03/15/2021

** 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.