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2010 OCT 14 AM 11:03

FEC MAIL CENTER Kerry L. DeBellonia
Paralegal
201-624-3256, 201-624-3990 (fax)
kerry.debellonia@vitaminshoppe.com

Vitamin Shoppe
Industries Inc.
2101 91st Street
North Bergen, NJ 07047
www.vitaminshoppe.com



VIA OVERNIGHT MAIL

October 13, 2010

Federal Election Commission
999 E Street, NW
Washington, DC 20463

Re: Vitamin Shoppe, Inc. PAC-3rd Quarter Filing
FEC Identification Number: C00485953

Dear Sir or Madam:

Enclosed please find fully executed Form 3X, Report of Receipts and Disbursements for the above referenced matter.

Should you have any questions, please do not hesitate to contact me directly at 201-624-3256.

Very truly yours,

VITAMIN SHOPPE INDUSTRIES INC.

Kerry DeBellonia

10030442449

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2010 OCT 14 AM 11:04
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FEC
FORM 3X

REPORT OF RECEIPTS
AND DISBURSEMENTS
For Other Than An Authorized Committee

Office Use Only

1. NAME OF COMMITTEE (in full) TYPE OR PRINT Example: If typing, type over the lines. 12FE4M5
Vitamin Shoppe, Inc. PAC

ADDRESS (number and street) 2101 91st Street
Check if different than previously reported. (ACC) North Bergen NJ 07047

2. FEC IDENTIFICATION NUMBER 000485953
3. IS THIS REPORT NEW (N) OR AMENDED (A) X

4. TYPE OF REPORT (Choose One)
(a) Quarterly Reports: April 15, July 15, October 15 (X), January 31, July 31 Mid-Year, Termination Report
(b) Monthly Report Due On: Feb 20 (M2), Mar 20 (M3), Apr 20 (M4), May 20 (M5), Jun 20 (M6), Jul 20 (M7), Aug 20 (M8), Sep 20 (M9), Oct 20 (M10), Nov 20 (M11), Dec 20 (M12), Jan 31 (YE)
(c) 12-Day PRE-Election Report for the: Primary (12P), General (12G), Runoff (12R), Convention (12C), Special (12S)
(d) 30-Day POST-Election Report for the: General (30G), Runoff (30R), Special (30S)

5. Covering Period 07' 01' 2010 through 09' 30' 2010

I certify that I have examined this Report and to the best of my knowledge and belief it is true, correct and complete.
Type or Print Name of Treasurer Michael Archbold
Signature of Treasurer [Signature] Date 10' 13' 2010

10030442450

**SUMMARY PAGE
OF RECEIPTS AND DISBURSEMENTS**

FEC Form 3X (Rev. 02/2003)

Page 2

Write or Type Committee Name

Vitamin Shoppe, Inc. PAC

Report Covering the Period: From:

07 ' 01 ' 2010

To:

09 ' 30 ' 2010

10030442451

	COLUMN A This Period	COLUMN B Calendar Year-to-Date
6. (a) Cash on Hand January 1, <input type="text"/>		4,275.00
(b) Cash on Hand at Beginning of Reporting Period..... <input type="text"/>	0	
(c) Total Receipts (from Line 19)..... <input type="text"/>	4,275.00	4,275.00
(d) Subtotal (add Lines 6(b) and 6(c) for Column A and Lines 6(a) and 6(c) for Column B)..... <input type="text"/>	4,275.00	4,275.00
7. Total Disbursements (from Line 31)..... <input type="text"/>		
8. Cash on Hand at Close of Reporting Period (subtract Line 7 from Line 6(d))..... <input type="text"/>	4,275.00	4,275.00
9. Debts and Obligations Owed TO the Committee (Itemize all on Schedule C and/or Schedule D)..... <input type="text"/>	0	
10. Debts and Obligations Owed BY the Committee (Itemize all on Schedule C and/or Schedule D)..... <input type="text"/>	0	

This committee has qualified as a multicandidate committee. (see FEC FORM 1M)

For further information contact:

Federal Election Commission
999 E Street, NW
Washington, DC 20463

Toll Free 800-424-9530
Local 202-694-1100

DETAILED SUMMARY PAGE
of Receipts

FEC Form 3X (Rev. 06/2004)

Page 3

Write or Type Committee Name

Vitamin Shoppe, Inc. PAC

Report Covering the Period: From:

07' 01' 2010

To:

09' 30' 2010

I. Receipts

COLUMN A
Total This Period

COLUMN B
Calendar Year-to-Date

11. Contributions (other than loans) From:

(a) Individuals/Persons Other Than Political Committees

(i) Itemized (use Schedule A).....

4,275.00

4,275.00

(ii) Unitemized.....

0

0

(iii) TOTAL (add Lines 11(a)(i) and (ii)).....▶

4,275.00

4,275.00

(b) Political Party Committees.....

0

0

(c) Other Political Committees (such as PACs).....

0

0

(d) Total Contributions (add Lines 11(a)(iii), (b), and (c)) (Carry Totals to Line 33, page 5).....▶

4,275.00

4,275.00

12. Transfers From Affiliated/Other Party Committees.....

0

0

13. All Loans Received.....

0

0

14. Loan Repayments Received.....

0

0

15. Offsets To Operating Expenditures (Refunds, Rebates, etc.) (Carry Totals to Line 37, page 5).....

0

0

16. Refunds of Contributions Made to Federal Candidates and Other Political Committees.....

0

0

17. Other Federal Receipts (Dividends, Interest, etc.).....

0

0

18. Transfers from Non-Federal and Levin Funds

(a) Non-Federal Account (from Schedule H3).....

0

0

(b) Levin Funds (from Schedule H5).....

0

0

(c) Total Transfers (add 18(a) and 18(b))..

0

0

19. Total Receipts (add Lines 11(d), 12, 13, 14, 15, 16, 17, and 18(c)).....▶

4,275.00

4,275.00

20. Total Federal Receipts (subtract Line 18(c) from Line 19).....▶

4,275.00

4,275.00

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**DETAILED SUMMARY PAGE
of Disbursements**

II. Disbursements

**COLUMN A
Total This Period**

**COLUMN B
Calendar Year-to-Date**

21. Operating Expenditures:		
(a) Allocated Federal/Non-Federal Activity (from Schedule H4)		
(i) Federal Share		
(ii) Non-Federal Share.....		
(b) Other Federal Operating Expenditures		
(c) Total Operating Expenditures (add 21(a)(i), (a)(ii), and (b))		
22. Transfers to Affiliated/Other Party Committees.....		
23. Contributions to Federal Candidates/Committees and Other Political Committees.....		
24. Independent Expenditures (use Schedule E).....		
25. Coordinated Party Expenditures (2 U.S.C. §441a(d)) (use Schedule F).....		
26. Loan Repayments Made.....		
27. Loans Made.....		
28. Refunds of Contributions To:		
(a) Individuals/Persons Other Than Political Committees		
(b) Political Party Committees		
(c) Other Political Committees (such as PACs).....		
(d) Total Contribution Refunds (add Lines 28(a), (b), and (c)).....		
29. Other Disbursements		
30. Federal Election Activity (2 U.S.C. §431(20))		
(a) Allocated Federal Election Activity (from Schedule H6)		
(i) Federal Share		
(ii) "Levin" Share.....		
(b) Federal Election Activity Paid Entirely With Federal Funds		
(c) Total Federal Election Activity (add .. Lines 30(a)(i), 30(a)(ii) and 30(b)).....		
31. Total Disbursements (add Lines 21(c), 22, 23, 24, 25, 26, 27, 28(d), 29 and 30(c))..		
32. Total Federal Disbursements (subtract Line 21(a)(ii) and Line 30(a)(ii) from Line 31).....		

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DETAILED SUMMARY PAGE
of Disbursements

FEC Form 3X (Rev. 02/2003)

Page 5

III. Net Contributions/Operating Expenditures

COLUMN A
Total This Period

COLUMN B
Calendar Year-to-Date

33. Total Contributions (other than loans) (from Line 11(d), page 3)	4,275.00	4,275.00
34. Total Contribution Refunds (from Line 28(d))	0	0
35. Net Contributions (other than loans) (subtract Line 34 from Line 33)	4,275.00	4,275.00
36. Total Federal Operating Expenditures (add Line 21(a)(i) and Line 21(b))	0	0
37. Offsets to Operating Expenditures (from Line 15, page 3)	0	0
38. Net Operating Expenditures (subtract Line 37 from Line 36)	0	0

10050442454

**SCHEDULE A (FEC Form 3X)
ITEMIZED RECEIPTS**

Use separate schedule(s)
for each category of the
Detailed Summary Page

FOR LINE NUMBER:		PAGE	OF
<input checked="" type="checkbox"/> 11a	<input type="checkbox"/> 11b	<input type="checkbox"/> 11c	<input type="checkbox"/> 12
<input type="checkbox"/> 13	<input type="checkbox"/> 14	<input type="checkbox"/> 15	<input type="checkbox"/> 16
		<input type="checkbox"/> 17	

Any information copied from such Reports and Statements may not be sold or used by any person for the purpose of soliciting contributions or for commercial purposes, other than using the name and address of any political committee to solicit contributions from such committee.

NAME OF COMMITTEE (In Full)
Vitamin Shoppe, Inc. PAC

A. Full Name (Last, First, Middle Initial) Markee, Richard		Date of Receipt 09' 29' 2010
Mailing Address 2101 91st Street		Amount of Each Receipt this Period 2500.00
City North Bergen	State Zip Code NJ 07047	
FEC ID number of contributing federal political committee. C		
Name of Employer Vitamin Shoppe Industries Inc	Occupation CEO	
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Aggregate Year-to-Date ▼ 2500.00	

B. Full Name (Last, First, Middle Initial) Archbold, Michael		Date of Receipt 09' 29' 2010
Mailing Address 2101 91st Street		Amount of Each Receipt this Period 1,000.00
City North Bergen	State Zip Code NJ 07047	
FEC ID number of contributing federal political committee. C		
Name of Employer Vitamin Shoppe Industries Inc	Occupation Exec. VP Finance & C.OO	
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Aggregate Year-to-Date ▼ 1,000.00	

C. Full Name (Last, First, Middle Initial) Simon, Michael		Date of Receipt 09' 29' 2010
Mailing Address 2101 91st Street		Amount of Each Receipt this Period 250.00
City North Bergen	State Zip Code NJ 07047	
FEC ID number of contributing federal political committee. C		
Name of Employer Vitamin Shoppe Industries Inc	Occupation VP Human Resources	
Receipt For: <input type="checkbox"/> Primary <input type="checkbox"/> General <input type="checkbox"/> Other (specify) ▼	Aggregate Year-to-Date ▼ 250.00	

SUBTOTAL of Receipts This Page (optional).....▶	3,750.00
TOTAL This Period (last page this line number only).....▶	

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**SCHEDULE A (FEC Form 3X)
ITEMIZED RECEIPTS**

Use separate schedule(s)
for each category of the
Detailed Summary Page

FOR LINE NUMBER: (check only one)	PAGE	OF
<input checked="" type="checkbox"/> 11a	<input type="checkbox"/> 12	<input type="checkbox"/>
<input type="checkbox"/> 13	<input type="checkbox"/> 14	<input type="checkbox"/> 15
<input type="checkbox"/> 16	<input type="checkbox"/> 17	<input type="checkbox"/>

Any information copied from such Reports and Statements may not be sold or used by any person for the purpose of soliciting contributions or for commercial purposes, other than using the name and address of any political committee to solicit contributions from such committee.

NAME OF COMMITTEE (In Full)
Vitamin Shoppe, Inc. PAC

A. Full Name (Last, First, Middle Initial)
Weiss, Joseph

Mailing Address
2101 91st Street

City
North Bergen State
NJ Zip Code
07047

FEC ID number of contributing federal political committee.
C

Name of Employer
Vitamin Shoppe Industries Inc. Occupation
VP Corp Brand & Product Strategy

Receipt For:
 Primary General
 Other (specify) ▼

Aggregate Year-to-Date ▼
250.00

Date of Receipt
09' 29' 2010

Amount of Each Receipt this Period
250.00

B. Full Name (Last, First, Middle Initial)
Koltes, Stephen

Mailing Address
2101 91st Street

City
North Bergen State
NJ Zip Code
07047

FEC ID number of contributing federal political committee.
C

Name of Employer
Vitamin Shoppe Industries Inc. Occupation
Director, New Bus. Dev

Receipt For:
 Primary General
 Other (specify) ▼

Aggregate Year-to-Date ▼
100.00

Date of Receipt
09' 29' 2010

Amount of Each Receipt this Period
100.00

C. Full Name (Last, First, Middle Initial)
Abbatemarco, James

Mailing Address
2101 91st Street

City
North Bergen State
NJ Zip Code
07047

FEC ID number of contributing federal political committee.
C

Name of Employer
Vitamin Shoppe Industries Inc. Occupation
Director, Retail Operations

Receipt For:
 Primary General
 Other (specify) ▼

Aggregate Year-to-Date ▼
75.00

Date of Receipt
09' 29' 2010

Amount of Each Receipt this Period
75.00

SUBTOTAL of Receipts This Page (optional)..... ▶ **425.00**

TOTAL This Period (last page this line number only)..... ▶

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**SCHEDULE A (FEC Form 3X)
ITEMIZED RECEIPTS**

Use separate schedule(s)
for each category of the
Detailed Summary Page

FOR LINE NUMBER: (check only one)	PAGE	OF
<input checked="" type="checkbox"/> 11a	<input type="checkbox"/> 11b	<input type="checkbox"/> 11c
<input type="checkbox"/> 13	<input type="checkbox"/> 14	<input type="checkbox"/> 15
<input type="checkbox"/> 16	<input type="checkbox"/> 17	

Any information copied from such Reports and Statements may not be sold or used by any person for the purpose of soliciting contributions or for commercial purposes, other than using the name and address of any political committee to solicit contributions from such committee.

NAME OF COMMITTEE (In Full)
Vitamin Shoppe, Inc. PAC

A. Full Name (Last, First, Middle Initial) **McLaughlin, Susan**

Mailing Address **2101 91st Street**

City **North Bergen** State **NI** Zip Code **07047**

FEC ID number of contributing federal political committee. **C**

Date of Receipt **09/29/2010**

Amount of Each Receipt this Period **100.00**

Name of Employer **Vitamin Shoppe Industries Inc** Occupation **Dir. Corp. Communications**

Receipt For: Primary General Other (specify)

Aggregate Year-to-Date **100.00**

B. Full Name (Last, First, Middle Initial)

Mailing Address

City State Zip Code

FEC ID number of contributing federal political committee. **C**

Name of Employer Occupation

Receipt For: Primary General Other (specify)

Aggregate Year-to-Date

Date of Receipt

Amount of Each Receipt this Period

C. Full Name (Last, First, Middle Initial)

Mailing Address

City State Zip Code

FEC ID number of contributing federal political committee. **C**

Name of Employer Occupation

Receipt For: Primary General Other (specify)

Aggregate Year-to-Date

Date of Receipt

Amount of Each Receipt this Period

SUBTOTAL of Receipts This Page (optional) **100.00**

TOTAL This Period (last page this line number only) **4275.00**

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Federal Election Commission
ENVELOPE REPLACEMENT PAGE FOR INCOMING DOCUMENTS
 The FEC added this page to the end of this filing to indicate how it was received.

10030442458

<input type="checkbox"/> Hand Delivered	Date of Receipt
<input type="checkbox"/> USPS First Class Mail	Postmarked
<input type="checkbox"/> USPS Registered/Certified	Postmarked (R/C)
<input type="checkbox"/> USPS Priority Mail	Postmarked
Delivery Confirmation™ or Signature Confirmation™ Label <input type="checkbox"/>	
<input type="checkbox"/> USPS Express Mail	Postmarked
<input type="checkbox"/> Postmark Illegible	
<input type="checkbox"/> No Postmark	
<input checked="" type="checkbox"/> Overnight Delivery Service (Specify): <i>UPS</i>	Shipping Date <i>10/13/10</i>
Next Business Day Delivery <input checked="" type="checkbox"/>	
<input type="checkbox"/> Received from House Records & Registration Office	Date of Receipt
<input type="checkbox"/> Received from Senate Public Records Office	Date of Receipt
<input type="checkbox"/> Received from Electronic Filing Office	Date of Receipt
<input type="checkbox"/> Other (Specify):	Date of Receipt or Postmarked
<i>EA</i>	<i>10/14/10</i>
PREPARER	DATE PREPARED