

Sprouts Farmers Market, Inc.
Form 3
July 31, 2013

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Â Sanders James Douglas		(Month/Day/Year)	Sprouts Farmers Market, Inc. [SFM]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
		07/31/2013		
11811 N.TATUM			(Check all applicable)	
BLVD,Â SUITE 2400			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below)	
	(Street)		Chief Executive Officer	
PHOENIX,Â AZÂ 85028			6. Individual or Joint/Group Filing(Check Applicable Line)	
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person	

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable Expiration Date	Title Amount or Number of Shares			

Option Type	Option Number	Grant Date	Common stock, par value \$0.001 per share (Quantity	Exercise Price	Expiration	Other
Stock Option (right to buy)	Â (1)	05/02/2018	Common stock, par value \$0.001 per share (1,203,125	\$ 3.3255	D	Â
Stock Option (right to buy)	Â (1)	05/02/2018	Common Stock	80,208	\$ 1.0864	D	Â
Stock Option (right to buy)	Â (2)	05/02/2018	Common Stock	320,833	\$ 1.0864	D	Â
Stock Option (right to buy)	Â (3)	05/02/2018	Common Stock	320,834	\$ 1.0864	D	Â
Stock Option (right to buy)	Â (1)	08/23/2019	Common Stock	68,750	\$ 6.0145	D	Â
Stock Option (right to buy)	Â (1)	08/23/2019	Common Stock	11,458	\$ 3.7755	D	Â
Stock Option (right to buy)	Â (4)	08/23/2019	Common Stock	103,125	\$ 3.7755	D	Â
Stock Option (right to buy)	Â (5)	08/23/2019	Common Stock	91,667	\$ 3.7755	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Sanders James Douglas 11811 N.TATUM BLVD SUITE 2400 PHOENIX, AZ 85028	Â	Â	Â Chief Executive Officer	Â

Signatures

Brandon F. Lombardi, Attorney-in-Fact for James Douglas Sanders 07/31/2013

__Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 5(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).

(1) Presently exercisable

(2) Options become exercisable in equal installments at the end of each calendar quarter through June 30, 2014.

(3) Options may vest at the end of fiscal 2013 or fiscal 2014, provided certain corporate performance targets are met.

(4) Options become exercisable in equal installments at the end of each calendar quarter through September 30, 2015.

(5) Options vest at the end of fiscal 2013, fiscal 2014 or fiscal 2015, provided certain corporate performance targets are met.

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

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