SEC Form 4

Instruction 1(b).

FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP 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*				uer Name and Tick	er or Trading	Symbol	5. Relationship of Reporting Person(s) to Issuer					
WEST DA	1 6	,	Sim	<u>ply Good Foo</u>	<u>ods Co</u> [S	MPL]	1	(all applicable)	100/	_		
								Director Officer (give title		Owner (specify		
(Last)	(First)	(Middle)		e of Earliest Transa 5/2022	action (Month/	Day/Year)		below)	below			
1225 17TH S	TREET, SUITE	E 1000										
			4. If A	mendment, Date of	f Original Filed	(Month/Day/Year)		vidual or Joint/Grou	ıp Filing (Check	Applicable		
(Street)							Line)	Form filed by On	e Reporting Per	son		
DENVER	CO	80202						,				
								Form filed by Mo Person	ore than One Re	porting		
(City)	(State)	(Zip)										
		Table I - Non	-Derivative S	ecurities Acq	uired, Disj	oosed of, or Benet	ficially	Owned				
1. Title of Secu	rity (Instr. 3)		2. Transaction	2A. Deemed	3.	4. Securities Acquired (A	(A) or 5. Amount of 6. Ownership 7. Na					

	Date (Month/Day/Year)	Execution Date, if any (Month/Day/Year)	Transa Code (8)					Securities Beneficially Owned Following Reported		of Indirect Beneficial Ownership (Instr. 4)
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(1150. 4)
Common Stock	09/06/2022		A		3,889 ⁽¹⁾	Α	\$0	26,467	D	

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

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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		6. Date Exerc Expiration Da (Month/Day/Y	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		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)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

Explanation of Responses:

1. Represents restricted stock units ("RSUs") granted under the issuer's 2017 Omnibus Incentive Plan. Each RSU represents the contingent right to receive one share of the issuer's common stock. The RSUs vest on the first anniversary of the grant date.

Remarks:

<u>/s/ Timothy R. Kraft, as</u> <u>Attorney-in-Fact for David J.</u> <u>09/07/2022</u>

West

** 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.