

SpartanNash Co  
Form 4  
December 14, 2016

# FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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## STATEMENT OF CHANGES IN 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 \*  
COUCH DAVID DES

(Last) (First) (Middle)

C/O 850 - 76TH STREET SW

(Street)

GRAND RAPIDS, MI 49518

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
SpartanNash Co [SPTN]

3. Date of Earliest Transaction (Month/Day/Year)  
12/12/2016

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

VP Chief Info. Officer

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price   |
| Common Stock                    | 12/12/2016                           |  | M                              |   | 3,400   | A  | \$ 28.28  |
| Common Stock                    | 12/12/2016                           |  | M                              |   | 8,700   | A  | \$ 22.69  |
| Common Stock                    | 12/12/2016                           |  | M                              |   | 5,700   | A  | \$ 13.87  |
| Common Stock <sup>(1)</sup>     | 12/13/2016                           |  | S                              |   | 12,480  | D  | \$ 37.44  |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474  
(9-02)

**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 Date, if any (Month/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 Exercisable and Expiration Date (Month/Day/Year) |                       | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----------------------|---|-------------------------------|
|  |  |                                      |  | Code                           | V   | (A)  | (D)                   | Title   | Amount or Number of Shares    |
| Stock Option (Right to Buy)                | \$ 28.28   | 12/12/2016                           |  | M                              |   | 850  | 05/18/2008 05/17/2017 | Common Stock  | 850                           |
| Stock Option (Right to Buy)                | \$ 28.28   | 12/12/2016                           |  | M                              |   | 850  | 05/18/2009 05/17/2017 | Common Stock  | 850                           |
| Stock Option (Right to Buy)                | \$ 28.28   | 12/12/2016                           |  | M                              |   | 850  | 05/18/2010 05/17/2017 | Common Stock  | 850                           |
| Stock Option (Right to Buy)                | \$ 28.28   | 12/12/2016                           |  | M                              |   | 850  | 05/18/2011 05/17/2017 | Common Stock  | 850                           |
| Stock Option (Right to Buy)                | \$ 22.69   | 12/12/2016                           |  | M                              |   | 2,175  | 05/01/2009 05/16/2018 | Common Stock  | 2,175                         |
| Stock Option (Right to Buy)                | \$ 22.69   | 12/12/2016                           |  | M                              |   | 2,175  | 05/01/2010 05/16/2018 | Common Stock  | 2,175                         |
| Stock Option (Right to Buy)                | \$ 22.69   | 12/12/2016                           |  | M                              |   | 2,175  | 05/01/2011 05/16/2018 | Common Stock  | 2,175                         |

|                             |          |            |   |       |            |            |              |       |  |
|-----------------------------|----------|------------|---|-------|------------|------------|--------------|-------|--|
| Buy)                        |          |            |   |       |            |            |              |       |  |
| Stock Option (Right to Buy) | \$ 22.69 | 12/12/2016 | M | 2,175 | 05/01/2012 | 05/16/2018 | Common Stock | 2,175 |  |
| Stock Option (Right to Buy) | \$ 13.87 | 12/12/2016 | M | 1,425 | 05/01/2010 | 05/15/2019 | Common Stock | 1,425 |  |
| Stock Option (Right to Buy) | \$ 13.87 | 12/12/2016 | M | 1,425 | 05/01/2011 | 05/15/2019 | Common Stock | 1,425 |  |
| Stock Option (Right to Buy) | \$ 13.87 | 12/12/2016 | M | 1,425 | 05/01/2012 | 05/15/2019 | Common Stock | 1,425 |  |
| Stock Option (Right to Buy) | \$ 13.87 | 12/12/2016 | M | 1,425 | 05/01/2013 | 05/15/2019 | Common Stock | 1,425 |  |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                        |       |
|---|---------------|-----------|------------------------|-------|
|   | Director      | 10% Owner | Officer                | Other |
| COUCH DAVID DES<br>C/O 850 - 76TH STREET SW<br>GRAND RAPIDS, MI 49518 |               |           | VP Chief Info. Officer |       |

## Signatures

/s/ Daniel C. Persinger, By Power of Attorney  
12/14/2016

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

\* 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).

Represents the aggregate number of shares sold at a weighted average price of \$37.44. The actual sales prices ranged from \$37.25 to (1) \$37.59, rounded to the nearest whole cent. Details regarding aggregated sales transactions will be provided upon request by the Commission staff, the issuer, or a security holder of the issuer.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.