

1 800 FLOWERS COM INC  
Form SC 13G  
March 25, 2015

SECURITIES AND  
EXCHANGE  
COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G

Under the Securities  
Exchange Act of 1934  
(Amendment No.\_\_\_\_)\*

1-800-FLOWERS.COM,  
Inc.  
(Name of Issuer)

Class A Common Stock,  
par value \$0.01 per share  
(Title of Class of  
Securities)

68243Q106  
(CUSIP Number)

March 20, 2015  
(Date of Event Which  
Requires Filing of This  
Statement)

Check the appropriate  
box to designate the rule  
pursuant to which this  
Schedule is filed:

- ☐ Rule 13d-1(b)
- ☒ Rule 13d-1(c)
- ☐ Rule 13d-1(d)

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\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

**1**

Numeric Investors  
LLC  
CHECK  
THE  
APPROPRIATE

2

BOX IF A  
MEMBER (b) "  
OF A  
GROUP

3

SEC USE ONLY  
CITIZENSHIP OR  
PLACE OF

4

## ORGANIZATION

State of Delaware  
SOLE  
VOTING  
5 POWER

0  
SHARED  
VOTING  
POWER

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH:	<b>6</b>	1,562,867 shares of Class A Common Stock SOLE DISPOSITIVE POWER
	<b>7</b>	

**6** 1,562,867  
shares of Class  
A Common  
Stock  
SOLE  
DISPOSITIVE  
**7** POWER

0  
SHARED  
DISPOSITIVE  
POWER

**8** 1,562,867  
shares of Class  
A Common  
Stock

9

AGGREGATE  
AMOUNT  
BENEFICIALLY

OWNED BY EACH  
REPORTING  
PERSON

1,562,867 shares of  
Class A Common  
Stock

CHECK BOX

IF THE

AGGREGATE

AMOUNT IN ..

ROW (9)

EXCLUDES

CERTAIN

SHARES

PERCENT OF

CLASS

REPRESENTED BY

AMOUNT IN ROW

(9)

5.60%

TYPE OF

REPORTING

PERSON

OO

AGGREGATE  
AMOUNT  
BENEFICIALLY  
OWNED BY EACH

REPORTING  
PERSON

1,562,867 shares of  
Class A Common  
Stock

CHECK BOX

IF THE

AGGREGATE

AMOUNT IN ..

ROW (9)

EXCLUDES

CERTAIN

SHARES

PERCENT OF

CLASS

REPRESENTED BY

AMOUNT IN ROW

(9)

5.60%

TYPE OF

REPORTING

PERSON

OO, HC

**Item 1(a). NAME OF ISSUER:**

The name of the issuer is 1-800-FLOWERS.COM, Inc., a Delaware corporation (the "Company").

**Item 1(b). ADDRESS OF ISSUER'S PRINCIPAL EXECUTIVE OFFICES:**

The Company's principal executive offices are located at One Old Country Road, Carle Place, New York 11514.

**Item 2(a). NAME OF PERSON FILING:**

This statement is filed by the entities and persons listed below, who are collectively referred to herein as the "Reporting Persons" with respect to the Class A Common Stock (as defined in Item 2(d) below):

Investment Manager:

Numeric Investors LLC (the "Investment Manager"), with respect to the Class A Common Stock held by (i) certain funds and/or managed accounts to which the Investment Manager serves as investment manager (collectively, the "Numeric Funds").

Parent Company:

(ii) Man Group plc (the "Parent Company"), which indirectly, through various intermediate entities, controls the Investment Manager, with respect to the Class A Common Stock held by each of the Numeric Funds.

**Item 2(b). ADDRESS OF PRINCIPAL BUSINESS OFFICE OR, IF NONE, RESIDENCE:**

**Item 2(c). CITIZENSHIP:**

This statement is filed by:

Numeric Investors LLC

470 Atlantic Avenue, 6th Floor

(i)  
Boston, MA 02210

Citizenship: State of Delaware

(ii) Man Group Plc

Riverbank House

2 Swan Lane

London EC4R 3AD

United Kingdom

Citizenship: United Kingdom



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**Item 2(d). TITLE OF CLASS OF SECURITIES:**

Class A Common Stock, par value \$0.01 per share (the "Class A Common Stock").

**Item 2(e). CUSIP NUMBER:**

68243Q106

**Item 3. IF THIS STATEMENT IS FILED PURSUANT TO RULES 13d-1(b) OR 13d-2(b) OR (c), CHECK WHETHER THE PERSON FILING IS A:**

- (a) "Broker or dealer registered under Section 15 of the Act,
- (b) "Bank as defined in Section 3(a)(6) of the Act,
- (c) "Insurance Company as defined in Section 3(a)(19) of the Act,
- (d) "Investment Company registered under Section 8 of the Investment Company Act of 1940,
- (e) "An investment adviser in accordance with Rule 13d-1(b)(1)(ii)(E);
- (f) "Employee Benefit Plan or Endowment Fund in accordance with Rule 13d-1(b)(1)(ii)(F),
- (g) "Parent Holding Company or control person in accordance with Rule 13d-1(b)(1)(ii)(G),
- (h) "Savings Association as defined in Section 3(b) of the Federal Deposit Insurance Act,
- (i) "A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act;
- (j) "A non-U.S. institution in accordance with Rule 13d-1(b)(1)(ii)(J);
- (k) "Group, in accordance with Rule 13d-1(b)(1)(ii)(K).

If filing as a non-U.S. institution in accordance with Rule 13d-1(b)(1)(ii)(J), please

specify the type of institution: \_\_\_\_\_

**Item 4. OWNERSHIP**

The information required by Items 4(a) – (c) is set forth in Rows (5) – (11) of the cover page for each Reporting Person hereto and is incorporated herein by reference for each such Reporting Person. The percentage set forth in Row (11) of the cover page for each Reporting Person is based on the 27,928,475 shares of Class A Common Stock outstanding as of January 30, 2015, as reported in the Company's Quarterly Report on Form 10-Q for the quarterly period ended December 28, 2014 filed on February 6, 2015.

The Investment Manager, which serves as the investment manager to each of the Numeric Funds, may be deemed to be the beneficial owner of all of the Class A Common Stock owned by the Numeric Funds. The Parent Company, which indirectly, through various intermediate entities, controls the Investment Manager, may be deemed to be the beneficial owner of all the Class A Common Stock owned by the Numeric Funds. The Parent Company hereby disclaims any beneficial ownership of any such Class A Common Stock.

**Item 5. OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS.**

Not applicable.

**Item 6. OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON.**

Not applicable.

**Item 7. IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY.**

Not applicable.

**Item 8. IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP.**

Not applicable.

**Item 9. NOTICE OF DISSOLUTION OF GROUP.**

Not applicable.

**Item 10. CERTIFICATION.**

Each of the Reporting Persons hereby makes the following certification:

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By signing below each Reporting Person certifies that, to the best of its knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

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## SIGNATURES

After reasonable inquiry and to the best of its knowledge and belief, each of the undersigned certifies that the information set forth in this statement is true, complete and correct.

DATE: March 25, 2015

## NUMERIC INVESTORS LLC

By: /s/ Danyelle Rosen  
Name: /s/ Danyelle Rosen  
Title: Chief Compliance Officer

## MAN GROUP PLC

By: /s/ Michelle Robyn Grew  
Name: Michelle Robyn Grew  
Title: Global Head of Legal and Compliance

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**EXHIBIT I**

**JOINT FILING AGREEMENT**

The undersigned acknowledge and agree that the foregoing statement on Schedule 13G is filed on behalf of each of the undersigned and that all subsequent amendments to this statement on Schedule 13G shall be filed on behalf of each of the undersigned without the necessity of filing additional joint filing agreements. The undersigned acknowledge that each shall be responsible for the timely filing of such amendments, and for the completeness and accuracy of the information concerning him or it contained herein and therein, but shall not be responsible for the completeness and accuracy of the information concerning the others, except to the extent that he or it knows or has reason to believe that such information is inaccurate.

DATED as of March 25, 2015

**NUMERIC INVESTORS LLC**

By: /s/ Danyelle Rosen  
Name: /s/ Danyelle Rosen  
Title: Chief Compliance Officer

**MAN GROUP PLC**

By: /s/ Michelle Robyn Grew  
Name: Michelle Robyn Grew  
Title: Global Head of Legal and Compliance