

1 800 FLOWERS COM INC  
Form SC 13G/A  
July 10, 2014

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

SCHEDULE 13G  
(Rule 13d-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT  
TO RULES 13d-1(b), (c), AND (d) AND AMENDMENTS THERETO FILED  
PURSUANT TO RULE 13d-2(b)

(Amendment No. 1 )1

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

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

68243Q106  
(CUSIP Number)

June 30, 2014  
(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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1 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).



CUSIP NO. 68243Q106

1 NAME OF REPORTING PERSON

Raging Capital Master Fund, Ltd.

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a)  (b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

CAYMAN ISLANDS

|   |   |                          |
|---|---|--------------------------|
| NUMBER OF<br>SHARES<br>BENEFICIALLY<br>OWNED BY<br>EACH<br>REPORTING<br>PERSON WITH | 5 | SOLE VOTING POWER        |
|   |   | - 0 -                    |
|   | 6 | SHARED VOTING POWER      |
|   |   | 4,248,780                |
|   | 7 | SOLE DISPOSITIVE POWER   |
|   |   | - 0 -                    |
|   | 8 | SHARED DISPOSITIVE POWER |
|   |   | 4,248,780                |

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

4,248,780

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

15.6%

12 TYPE OF REPORTING PERSON

CO

CUSIP NO. 68243Q106

1 NAME OF REPORTING PERSON

Raging Capital Management, LLC

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A (a) o  
GROUP (b) o

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

DELAWARE

|              |   |                          |
|--------------|---|--------------------------|
| NUMBER OF    | 5 | SOLE VOTING POWER        |
| SHARES       |   |                          |
| BENEFICIALLY |   | - 0 -                    |
| OWNED BY     | 6 | SHARED VOTING POWER      |
| EACH         |   |                          |
| REPORTING    |   | 4,248,780                |
| PERSON WITH  | 7 | SOLE DISPOSITIVE POWER   |
|              |   |                          |
|              | 8 | - 0 -                    |
|              |   | SHARED DISPOSITIVE POWER |

4,248,780

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

4,248,780

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

15.6%

12 TYPE OF REPORTING PERSON

IA

CUSIP NO. 68243Q106

1 NAME OF REPORTING PERSON

William C. Martin

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a)  (b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

USA

|   |   |                                     |
|---|---|-------------------------------------|
| NUMBER OF<br>SHARES<br>BENEFICIALLY<br>OWNED BY<br>EACH<br>REPORTING<br>PERSON WITH | 5 | SOLE VOTING POWER                   |
|   | 6 | - 0 -<br>SHARED VOTING POWER        |
|   | 7 | 4,248,780<br>SOLE DISPOSITIVE POWER |
|   | 8 | - 0 -<br>SHARED DISPOSITIVE POWER   |

4,248,780

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

4,248,780

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

15.6%

12 TYPE OF REPORTING PERSON

IN

CUSIP NO. 68243Q106

Item 1(a). Name of Issuer:

1-800-FLOWERS.COM, Inc.

Item 1(b). Address of Issuer's Principal Executive Offices:

One Old Country Road, Suite 500  
Carle Place, New York 11514

Item 2(a). Name of Person Filing:

This statement is filed by Raging Capital Master Fund, Ltd., a Cayman Islands exempted company ("Raging Master"), Raging Capital Management, LLC, a Delaware limited liability company ("Raging Capital"), and William C. Martin. Each of the foregoing is referred to as a "Reporting Person" and collectively as the "Reporting Persons."

Raging Capital is the Investment Manager of Raging Master. William C. Martin is the Chairman, Chief Investment Officer and Managing Member of Raging Capital. By virtue of these relationships, each of Raging Capital and William C. Martin may be deemed to beneficially own the Issuer's Class A Common Stock, \$0.01 par value, directly owned by Raging Master.

Item 2(b). Address of Principal Business Office or, if none, Residence:

The principal business address of each of Raging Capital and William C. Martin is Ten Princeton Avenue, PO Box 228, Rocky Hill, New Jersey 08553. The principal business address of Raging Master is c/o Ogier Fiduciary Services (Cayman) Limited, 89 Nexus Way, Camana Bay, Grand Cayman KY 1-9007, Cayman Islands.

Item 2(c). Citizenship:

Raging Master is organized under the laws of the Cayman Islands. Raging Capital is organized under the laws of the State of Delaware. William C. Martin is a citizen of the United States of America.

Item 2(d). Title of Class of Securities:

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

Item 2(e). CUSIP Number:

68243Q106

Item 3. If this statement is filed pursuant to Section 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:

//

Not Applicable

(a) // Broker or dealer registered under Section 15 of the Act (15 U.S.C. 78o).

(b) // Bank as defined in Section 3(a)(6) of the Act (15 U.S.C. 78c).



CUSIP NO. 68243Q106

- (c) / / Insurance company as defined in Section 3(a)(19) of the Act (15 U.S.C. 78c).
- (d) / / Investment company registered under Section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8).
- (e) /X/ Investment adviser in accordance with Section 240.13d-1(b)(1)(ii)(E).
- (f) / / Employee benefit plan or endowment fund in accordance with Section 240.13d-1(b)(1)(ii)(F).
- (g) / / Parent holding company or control person in accordance with Section 240.13d-1(b)(1)(ii)(G).
- (h) / / Savings association as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813).
- (i) / / Church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act (15 U.S.C. 80a-3).
- (j) / / Non-U.S. institution in accordance with Section 240.13d-1(b)(1)(ii)(J).
- (k) / / Group, in accordance with Section 240.13d-1(b)(1)(ii)(J).

Item 4. Ownership.

All ownership information reported in this Item 4 is as of the close of business on June 30, 2014.

Raging Master

(a) Amount beneficially owned:

4,248,780 Shares

(b) Percent of class:

15.6% (based upon 27,307,929 Shares outstanding, which is the total number of Shares outstanding as of May 5, 2014 as reported in the Issuer's Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission on May 9, 2014).

(c) Number of shares as to which such person has:

(i) Sole power to vote or to direct the vote

0 Shares

(ii) Shared power to vote or to direct the vote

4,248,780 Shares

(iii) Sole power to dispose or to direct the disposition of

0 Shares



CUSIP NO. 68243Q106

- (iv) Shared power to dispose or to direct the disposition of  
4,248,780 Shares

Raging Capital

- (a) Amount beneficially owned:  
4,248,780 Shares\*

- (b) Percent of class:

15.6% (based upon 27,307,929 Shares outstanding, which is the total number of Shares outstanding as of May 5, 2014 as reported in the Issuer's Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission on May 9, 2014).

- (c) Number of shares as to which such person has:

- (i) Sole power to vote or to direct the vote  
0 Shares

- (ii) Shared power to vote or to direct the vote  
4,248,780 Shares\*

- (iii) Sole power to dispose or to direct the disposition of  
0 Shares

- (iv) Shared power to dispose or to direct the disposition of  
4,248,780 Shares\*

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\* Shares directly owned by Raging Master.

Mr. Martin

- (a) Amount beneficially owned:  
4,248,780 Shares\*

- (b) Percent of class:

15.6% (based upon 27,307,929 Shares outstanding, which is the total number of Shares outstanding as of May 5, 2014 as reported in the Issuer's Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission on May 9, 2014).

(c) Number of shares as to which such person has:

(i) Sole power to vote or to direct the vote

0 Shares

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- (ii) Shared power to vote or to direct the vote  
4,248,780 Shares\*
- (iii) Sole power to dispose or to direct the disposition of  
0 Shares
- (iv) Shared power to dispose or to direct the disposition of  
4,248,780 Shares\*

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\* Shares directly owned by Raging Master.

Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following [  ].

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 or Control Person.

Not Applicable.

Item 8. Identification and Classification of Members of the Group.

See Exhibit 99.1 to the Schedule 13G filed by the Reporting Persons with the Securities and Exchange Commission on June 19, 2014.

Item 9. Notice of Dissolution of Group.

Not Applicable.

Item 10. Certifications.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and 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 his knowledge and belief, each of the undersigned certifies that the information set forth in this statement is true, complete and correct.

Dated: July 10, 2014

Raging Capital Master Fund, Ltd.

By: Raging Capital Management, LLC  
Investment Manager

By: /s/ Frederick C. Wasch  
Name: Frederick C. Wasch  
Title: Chief Financial Officer

Raging Capital Management, LLC

By: /s/ Frederick C. Wasch  
Name: Frederick C. Wasch  
Title: Chief Financial Officer

/s/ Frederick C. Wasch  
Frederick C. Wasch as attorney-in-fact for  
William C. Martin

