

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
**SCHEDULE 14A**  
Proxy Statement Pursuant to Section 14(a) of  
the Securities Exchange Act of 1934 (Amendment No.     )

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material under §240.14a-12



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**The Simply Good Foods Company**

(Name of Registrant as Specified In Its Charter)

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(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee paid previously with preliminary materials.
- Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11.
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THE SIMPLY GOOD FOODS COMPANY  
1225 17TH ST, SUITE 1000  
DENVER, CO 80202  
ATTN: CORPORATE SECRETARY

V59308-P21313

# Your **Vote** Counts!

THE SIMPLY GOOD FOODS COMPANY

2025 Annual Meeting  
Vote by January 22, 2025  
11:59 PM ET



## You invested in THE SIMPLY GOOD FOODS COMPANY and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy materials for the annual stockholder meeting to be held on January 23, 2025.**

### Get informed before you vote

View the Notice of Annual Meeting, Proxy Statement and Annual Report to Stockholders online OR you can receive a free paper or email copy of the material(s) by requesting prior to January 9, 2025. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call 1-800-579-1639 or (3) send an email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit [www.ProxyVote.com](http://www.ProxyVote.com)

Control #

#### Smartphone users

Point your camera here and  
vote without entering a  
control number



#### Vote Virtually at the Meeting\*

January 23, 2025  
9:00 AM EST

Virtually at:  
[www.virtualshareholdermeeting.com/SMPL2025](http://www.virtualshareholdermeeting.com/SMPL2025)

\*Please check the meeting materials for any special requirements for meeting attendance.

## THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote these important matters.

Voting Items	Board Recommendations
1. Election of the 11 director nominees <b>Nominees:</b>	
1a. Clayton C. Daley, Jr.	✔ For
1b. Michelle P. Goolsby	✔ For
1c. James M. Kilts	✔ For
1d. Romitha S. Mally	✔ For
1e. Robert G. Montgomery	✔ For
1f. Brian K. Ratzan	✔ For
1g. David W. Ritterbush	✔ For
1h. Joseph J. Schena	✔ For
1i. Geoff E. Tanner	✔ For
1j. David J. West	✔ For
1k. James D. White	✔ For
2. To ratify the appointment of Deloitte & Touche LLP as our independent registered public accounting firm for fiscal year 2025	✔ For
3. To approve, by an advisory vote, the compensation of our named executive officers	✔ For
<b>NOTE:</b> To transact such other business as may properly come before the Annual Meeting or any adjournment or postponement thereof.	

Prefer to receive an email instead? While voting on [www.ProxyVote.com](http://www.ProxyVote.com), be sure to click "Delivery Settings".