FLO · NYSE · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Flowers Foods Inc · Consumer Defensive · Packaged Foods

LATEST CLOSE

7.74 USD

-8.8% latest week

Weekly setup

Weak trend

The weekly trend is not active. Price is -11.9% below the Trend Line and sits at 11.9% of its 52-week range. The latest completed week returned -8.8%, after a -2.9% four-week move. The latest factor snapshot indicates quality is middle-of-the-pack; growth ranks weakly; valuation is inexpensive relative to peers. Options positioning is volatility with 48/100 conviction, while the latest news-sentiment score is 50/100. Near-term considerations: volume confirmation is below normal; earnings are due in 15d.

Technical setup score 25/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE	1W RETURN	4W RETURN
7.74 USD	**-8.8%**	**-2.9%**
24 Jul 2026	latest completed week	short-term follow-through

12W RETURN	TREND BREADTH	VOLUME RATIO
-9.8%	**0.0%**	**0.6x**
quarterly tape	0 of 52 weeks active	vs 13-week average

What is working

- Activity pressure is positive on the latest completed week.

What could go wrong

- The trend backdrop is inactive, so price action has not confirmed a constructive regime.
- Price is below the Trend Line, which keeps downside pressure in focus.
- Price is below Fair Value, so the market is still discounting the latest tape.
- Activity pressure is weak, so confirmation is not yet broad enough.

What to watch next

- Trend Line remains the key weekly regime level.
- Activity pressure is the gauge to monitor for confirmation or fade.
- A volume ratio above 1.5x would show stronger participation in the next move.

This week's evidence at a glance

PRICE FOLLOW-THROUGH	INDICATOR STACK	TREND BACKDROP	PATIENT CAPITAL
-8.8%	**0/67**	**Active**	**Recent**
Latest completed week; four-week move -2.9%.	Trend and activity pressure are weighted against the latest 12-week confirmation window.	The trend backdrop defines the current weekly regime.	Activity-pressure buy-signal status for institutional accumulation timing.

OPTIONS PRESSURE

Volatility

48/100 conviction; expected move 10.0%.

NEWS SENTIMENT

50/100

68 relevant articles in the latest sentiment read.

EVENT RISK

15d

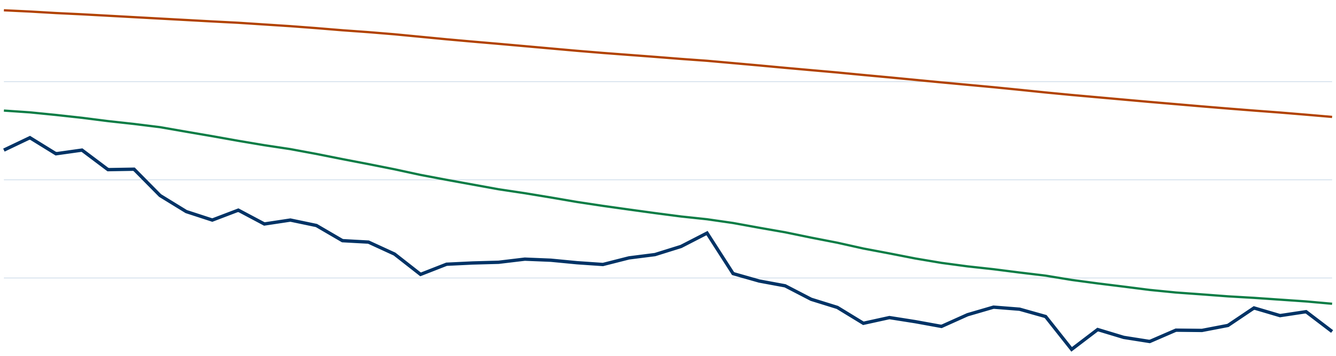
Next report is scheduled for 14 Aug 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

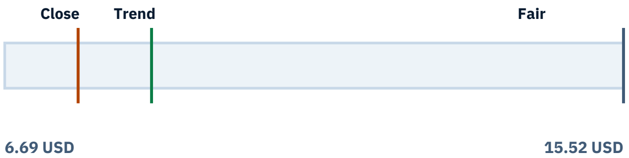
The weekly trend is not active. Price is -11.9% below the Trend Line and sits at 11.9% of its 52-week range. The latest completed week returned -8.8%, after a -2.9% four-week move.

52-week price path



Blue: weekly close · Green: Trend Line · Orange: Sharemaestro Fair Value

Position in the 52-week range



Latest close sits at 11.9% of the 52-week range.

RANGE LOCATION

11.9%

Shows where the latest close sits between the 52-week low and high.

TREND DISTANCE

-11.9%

Price premium or discount versus the weekly Trend Line.

FAIR-VALUE GAP

-51.2%

Premium demand or model discount versus Sharemaestro Fair Value.

HIGH-WATER GAP

-50.1%

Distance from the latest 52-week high.

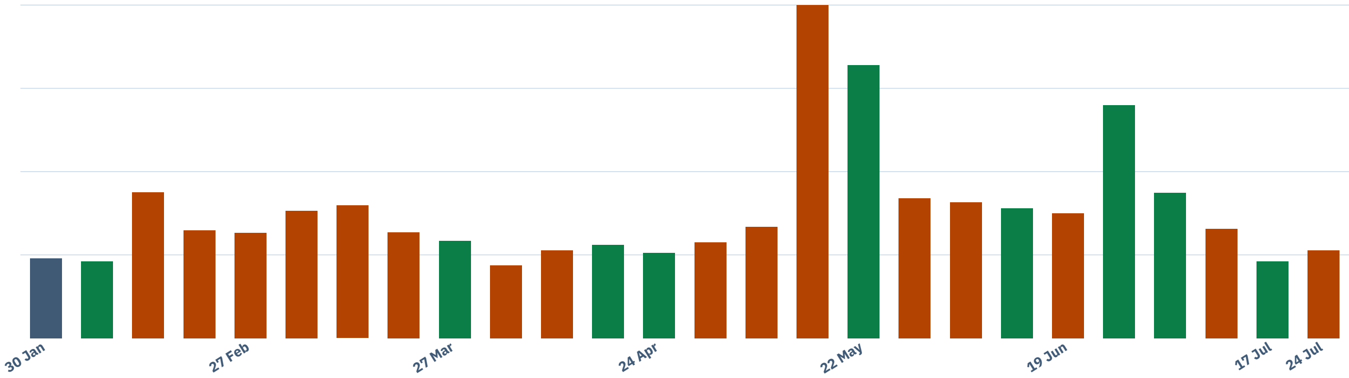
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 0.6x the 13-week average. Participation is below its recent norm, so price strength is not receiving full volume confirmation.

26-week volume confirmation

Bar height shows weekly volume. Green marks an up week; orange marks a down week.



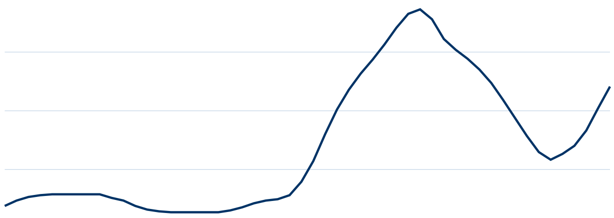
PARTICIPATION	BASELINE	ONE-YEAR BASE	LATEST WEEKLY VOLUME
0.6x	**38.1M**	**25.1M**	**21.8M**
Latest volume versus the 13-week average.	13-week average volume.	52-week average volume.	Most recent completed week.

Demand beneath price

Activity pressure and institutional-style signals

These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.

Activity pressure path



Latest 0.14 · 12-week average 0.10

12-week confirmation

Signal	Read	Meaning
Trend active	0/12	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	7/12	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	0/12	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.14	Current proprietary activity-pressure read.
Buy signals	1	Accumulation signal count in the latest 12 weeks.
Reversal markers	0	No reversal markers

No recent accumulation markers. No reversal markers.

03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is -2.9% over four weeks, -9.8% over 12 weeks, and -48.3% over one year. The current trend has remained active for 0 consecutive weeks.

Performance by holding period

1W	-8.8%
4W	-2.9%
12W	-9.8%
26W	-27.3%
52W	-48.3%

ACTIVE TREND STREAK

0 weeks

Consecutive active weeks.

ACTIVE WEEKS

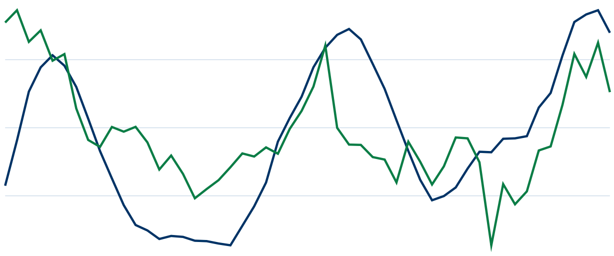
Latest 52 weeks.

TREND BREADTH

0.0%

Share of active weeks.

Activity pressure vs relative leadership



Blue: activity pressure · Green: relative leadership

PRESSURE

0.80

Latest activity-pressure read.

PRESSURE CHANGE

38.7%

Four-week change in activity pressure.

LEADERSHIP

-30.37

Latest relative-leadership reading.

RS CHANGE

4.1%

Four-week change in relative leadership.

Technical setup scorecard

Trend	0
Momentum	35
Activity Pressure	67
Relative Leadership	0
Next-Week Expectancy	50
Volume	24
Smart Money	24
Risk Control	0

04 · FUNDAMENTALS AND VALUATION

What investors are paying for—and the quality behind it

The latest factor snapshot indicates quality is middle-of-the-pack; growth ranks weakly; valuation is inexpensive relative to peers.

FACTOR WEEK	STATEMENTS THROUGH	FIELD COVERAGE	MODEL CONFIDENCE
26 Jul 2026	31 Dec 2025	91%	87%
Latest published factor snapshot.	Financial reporting period used.	Available factor fields.	Snapshot confidence.

Relative factor standing

Higher display scores are better. Each score is converted from the underlying universe rank, where rank 1 is best.

Overall factor strength	51/100
Value	83/100
Quality	25/100
Momentum	6/100
Growth	17/100

Valuation

How much investors are paying for earnings, sales, and cash flow.

P/E — Price divided by trailing earnings.	22.5x
PRICE / SALES — Market value relative to trailing revenue.	0.3x
EV / EBITDA — Enterprise value relative to operating cash earnings.	10.5x
FREE-CASH-FLOW YIELD — Free cash flow as a share of enterprise value.	14.9%

Business quality

Margins and the return generated on invested capital.

GROSS MARGIN — Gross profit retained from each unit of revenue.	48.0%
OPERATING MARGIN — Operating profit retained from revenue.	3.4%
FREE-CASH-FLOW MARGIN — Free cash flow generated from revenue.	10.4%
RETURN ON INVESTED CAPITAL — Operating return generated on invested capital.	3.8%

04 · FUNDAMENTALS AND VALUATION · CONTINUED

Growth, shareholder returns, and balance-sheet strength

The second half of the fundamental read separates recent business growth from cash returned to shareholders and financial leverage.

Growth and financial strength

Recent business growth and accounting strength.

REVENUE GROWTH Latest one-year revenue growth.	-
EPS GROWTH Latest one-year earnings-per-share growth.	-
FREE-CASH-FLOW GROWTH Latest one-year free-cash-flow growth.	-
PIOTROSKI F-SCORE Nine-point accounting-strength checklist.	4/9

Shareholder return and balance sheet

Cash returned to owners and financial leverage.

DIVIDEND YIELD Cash dividends relative to market value.	11.2%
BUYBACK YIELD Net share repurchases relative to market value.	0.2%
SHAREHOLDER YIELD Dividend yield plus net buyback yield.	11.5%
NET DEBT / EBITDA Balance-sheet debt relative to operating cash earnings.	5.8x

How to read this

Quality and valuation are separate questions. A strong company can still carry a demanding valuation, so profitability, growth, balance-sheet strength, and the price paid for those characteristics should be assessed independently.

The latest factor snapshot indicates quality is middle-of-the-pack; growth ranks weakly; valuation is inexpensive relative to peers.

05 · OWNERSHIP, OPTIONS, AND SENTIMENT

What other market participants are doing

Options, insider transactions, market sentiment, and activity-pressure signals can confirm or challenge the price story. None should be used alone.

Options positioning

Volatility

FLO shows volatility options pressure with a 48/100 conviction score, put-call volume ratio of 0.08, expected move of 10.0%, and Sharemaestro trend signal inactive.

CONVICTION	EXPECTED MOVE	PUT/CALL VOLUME
48/100	10.0%	0.08
Options signal conviction.	Nearest-chain pricing.	Contract volume balance.

Pressure	91
Speculation	7
Volatility	81
Trend agreement	0

Insider activity

12 / 8

12 acquisitions and 8 disposals in the latest 180-day insider tape.

Acquisitions / disposals over the latest 180 days. Insider activity is context, not a stand-alone signal.

News sentiment

50/100

Weighted news tone is neutral across 68 relevant articles.

14 positive · 44 neutral · 10 negative

Patient Capital

Recent

Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.

Recent buy signal in the last 8 weeks

06 · CATALYSTS AND RISK

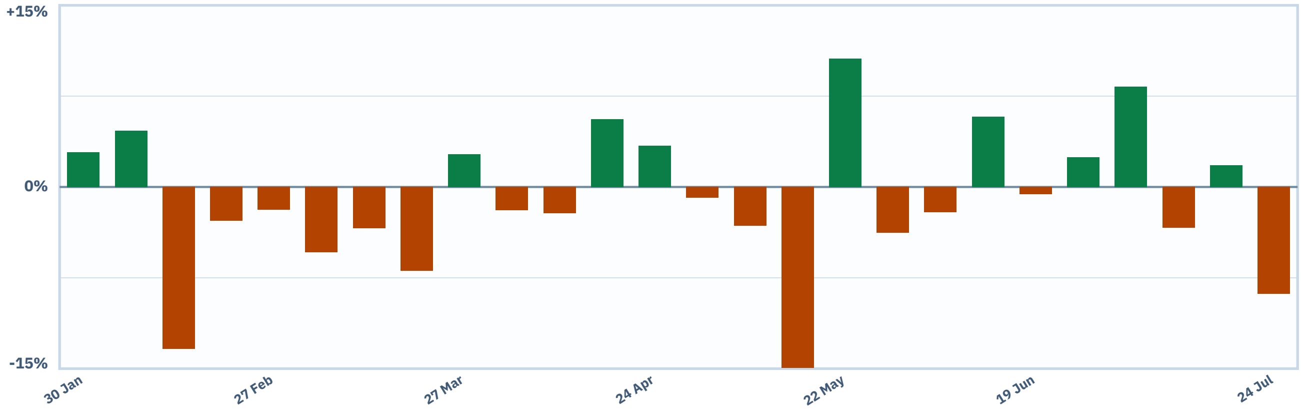
What can move the shares—and how volatile the path has been

Event timing, options-implied movement, drawdown, and weekly gains and losses frame the risk around the current setup.

NEXT EARNINGS	OPTIONS EXPECTED MOVE	52-WEEK DRAWDOWN	13-WEEK VOLATILITY
15d	10.0%	-50.1%	6.6%
Next report is scheduled for 14 Aug 2026; event risk rises as the date approaches.	Nearest-chain priced movement where available.	Distance below the 52-week high.	Standard deviation of weekly returns.

Weekly gains and losses

Each bar is one completed week. Gains rise above zero; losses fall below it. Taller bars mean a larger move.



WEEKS HIGHER	BEST WEEK	WORST WEEK	LATEST WEEK
10 of 26	+10.6%	-14.9%	-8.8%
16 weeks finished lower.	Week of 22 May.	Week of 15 May.	Week of 24 Jul.

Shape of recent returns

Strong gains	5
Modest gains	5
Flat weeks	-
Modest losses	11
Sharp losses	5

RECENT VOL	BASE VOL
6.6%	4.7%
13-week weekly-return volatility.	52-week weekly-return volatility.

UP/DOWN SPLIT	AVERAGE SKEW
21/31	3.1% / -4.1%
Count of positive and negative weeks in the 52-week window.	Average positive week versus average negative week.

07 · SECTOR AND PEER CONTEXT

Is this stock leading—or simply moving with its group?

Sector and industry breadth distinguish company-specific strength from a broad group move.

Sector · US Consumer Defensive

4-WEEK RANK

- / 100

Standing within the tracked group.

GROUP AVERAGE

-0.3%

Average four-week return.

TREND BREADTH

49.0%

Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
COTY	NYSE	1.5%	38.0%	Inactive
DAR	NYSE	-1.0%	19.0%	Active
ELF	NYSE	5.0%	14.7%	Inactive
IPAR	NASDAQ	-0.6%	13.5%	Active
CALM	NASDAQ	2.0%	12.6%	Active

Industry · US Packaged Foods

4-WEEK RANK

34 / 58

Standing within the tracked group.

GROUP AVERAGE

-4.1%

Average four-week return.

TREND BREADTH

34.5%

Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
UTZ	NYSE	95.6%	82.9%	Inactive
OTLY	NASDAQ	33.2%	48.6%	Inactive
DAR	NYSE	-1.0%	19.0%	Active
BRBR	NYSE	6.8%	12.1%	Inactive
LW	NYSE	6.0%	9.8%	Active

08 · EVIDENCE AND WEEKLY DATA

The underlying research record

Every top-level statement should be traceable to a stored market, fundamental, event, or positioning observation.

Cross-signal evidence matrix

Evidence pillar	Score / read	Summary	Detail
Weekly tape	24/100	Trend, activity pressure, participation, and risk combine to a 24/100 tape read.	
Indicator analysis	23/100	Latest 12-week confirmation: trend 0/12, activity pressure 7/12, relative leadership 0/12.	Activity pressure 0.14; No reversal markers
Factors	41/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 39; Small Cap Core rank 9
SVQF	35/100	Value and quality alignment from the Sharemaestro SVQF framework.	Composite rank 663.5 of 1013
Patient Capital	Recent	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	Recent buy signal in the last 8 weeks
Options	34/100	FLO shows volatility options pressure with a 48/100 conviction score, put-call volume ratio of 0.08, expected move of 10.0%, and Sharemaestro trend signal inactive.	Volatility · Volatility expansion watch · Expected move 10.0%
Sentiment	50/100	Weighted news tone is neutral across 68 relevant articles.	Flowers Foods: Dividend Finally Cut, But Still Not A Buy (NYSE:FLO)
Insiders	12 / 8	12 acquisitions and 8 disposals in the latest 180-day insider tape.	
Earnings	15d	Next report is scheduled for 14 Aug 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH

-8.8%

Latest completed week; four-week move -2.9%.

INDICATOR STACK

0/67

Trend and activity pressure are weighted against the latest 12-week confirmation window.

TREND BACKDROP

Active

The trend backdrop defines the current weekly regime.

PATIENT CAPITAL

Recent

Activity-pressure buy-signal status for institutional accumulation timing.

OPTIONS PRESSURE

Volatility

48/100 conviction; expected move 10.0%.

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68 relevant articles in the latest sentiment read.

EVENT RISK

15d

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08 · EVIDENCE AND WEEKLY DATA · CONTINUED

Recent completed weeks

The completed weekly bars behind the report provide a compact audit trail for price, trend, Fair Value, activity pressure, leadership, and volume.

Week	Close	Return	Trend Line	Fair Value	Pressure	Leadership	Volume	Trend
24 Jul 2026	7.74 USD	-8.8%	8.79 USD	15.85 USD	0.80	-30.37	21.8M	Off
17 Jul 2026	8.49 USD	1.8%	8.88 USD	15.93 USD	1.02	-25.34	19.1M	Off
10 Jul 2026	8.34 USD	-3.4%	8.94 USD	16.01 USD	0.98	-28.82	27.2M	Off
03 Jul 2026	8.63 USD	8.3%	9.01 USD	16.09 USD	0.90	-26.48	36.1M	Off
26 Jun 2026	7.97 USD	2.4%	9.07 USD	16.16 USD	0.57	-31.66	57.8M	Off
19 Jun 2026	7.78 USD	-0.1%	9.14 USD	16.25 USD	0.21	-35.90	31.0M	Off
12 Jun 2026	7.79 USD	5.8%	9.21 USD	16.33 USD	0.07	-36.31	32.2M	Off
05 Jun 2026	7.36 USD	-2.1%	9.31 USD	16.41 USD	-0.21	-40.47	33.7M	Off
29 May 2026	7.52 USD	-3.8%	9.44 USD	16.50 USD	-0.23	-41.78	34.8M	Off
22 May 2026	7.81 USD	10.6%	9.56 USD	16.59 USD	-0.24	-39.73	67.8M	Off
15 May 2026	7.07 USD	-14.9%	9.69 USD	16.68 USD	-0.37	-45.96	82.7M	Off
08 May 2026	8.31 USD	-3.2%	9.85 USD	16.77 USD	-0.36	-37.51	27.7M	Off
01 May 2026	8.58 USD	-0.9%	9.97 USD	16.87 USD	-0.53	-35.07	23.8M	Off
24 Apr 2026	8.66 USD	3.4%	10.09 USD	16.97 USD	-0.71	-34.99	21.1M	Off

How to use this report

This is a completed-week research summary. It explains the available evidence and its conflicts; it does not predict a guaranteed outcome or replace your own risk assessment. Fundamental figures may refer to an earlier financial reporting period, which is shown in the fundamentals section.

Open the live report · Open the interactive chart · Full disclaimer