

Edgar Filing: 1 800 FLOWERS COM INC - Form SC 13D/A

1 800 FLOWERS COM INC  
Form SC 13D/A  
January 04, 2008

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

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SCHEDULE 13D  
(Rule 13d-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT  
TO RULE 13d-1(a) AND AMENDMENTS THERETO FILED PURSUANT TO  
RULE 13d-2(a)

Under the Securities Exchange Act of 1934  
(Amendment No. 1)\*

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)

Mr. Robert L. Rosen  
RLR Capital Partners, LP  
152 West 57th Street, 21st Floor  
New York, NY 10019  
(212) 903-2700

With a copy to:

Marc Weingarten, Esq.  
Schulte Roth & Zabel LLP  
919 Third Avenue  
New York, New York 10022  
(212) 756-2000

-----  
(Name, Address and Telephone Number of Person  
Authorized to Receive Notices and Communications)

January 2, 2008

-----  
(Date of Event which Requires Filing of This Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of Rule 13d-1(e), 13d-1(f) or 13d-1(g), check the following box. [ ]

NOTE: Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See Rule 13d-7 for other parties



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OWNED BY  
EACH  
REPORTING  
PERSON WITH

-----  
9 SOLE DISPOSITIVE POWER  
-----  
-0-  
-----  
10 SHARED DISPOSITIVE POWER  
-----  
1,652,659

-----  
11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
-----  
1,652,659

-----  
12 CHECK IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES  
CERTAIN SHARES\*  
-----  
[ ]

-----  
13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)  
-----  
6.3%

-----  
14 TYPE OF REPORTING PERSON\*  
-----  
IA

\* SEE INSTRUCTIONS BEFORE FILLING OUT!

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-----  
1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)  
Robert L. Rosen

-----  
2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a) [ ]  
(b) [ ]

-----  
3 SEC USE ONLY

-----  
4 SOURCE OF FUNDS\*  
-----  
AF

-----  
5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED  
PURSUANT TO ITEM 2(d) or 2(e) [ ]

-----  
6 CITIZENSHIP OR PLACE OF ORGANIZATION  
-----  
United States of America

-----  
7 SOLE VOTING POWER  
-----  
-0-  
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(b) RLR and Mr. Rosen share power to vote and direct the disposition of all of the Class A Shares held by the Fund. Thus, as of January 3, 2008, the Reporting Persons may be deemed to beneficially own 1,652,659 Class A Shares, or 6.3% of the Class A Shares deemed issued and outstanding as of that date.

(c) The following transactions in the Class A Shares were effected by the Reporting Persons during the past 60 days, each of which was effected in open market transactions.

RLR Focus Master Fund, LP

Trade Date	Shares Purchased (Sold)	Price per Share (\$)
12/04/2007	10000	9.84
12/07/2007	6000	9.64
12/10/2007	10000	9.57
12/11/2007	3514	9.59
12/14/2007	15000	9.57
12/17/2007	35000	9.24
12/18/2007	10000	9.10
12/19/2007	10000	9.04
12/20/2007	20000	8.94
12/21/2007	20000	8.95
12/24/2007	5000	9.02
12/24/2007	2000	9.01
12/26/2007	4900	8.83
12/27/2007	11945	8.78
12/28/2007	20000	8.72
12/31/2007	3300	8.76
12/31/2007	25000	8.66

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1/2/2008	25000	8.11
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1/2/2008	25000	8.13
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1/2/2008	20000	8.03
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(d) No person other than the Reporting Persons is known to have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, such Class A Shares.

(e) Not applicable.

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SIGNATURES

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: January 3, 2008

/s/ Robert L. Rosen  
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Robert L. Rosen, in his capacity  
as the managing member of RLR  
Capital Partners GP, LLC, the  
sole general partner of RLR  
Capital Partners, LP

/s/ Robert L. Rosen  
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Robert L. Rosen