SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934
or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
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☐ Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

☑ Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

1. Name and Address of Reporting Person*
Cyr William B.

(Last) (First) (Middle)
C/O FRESHPET, INC.
1450 US-206

(Street)
BEDMINSTER NJ 07921

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading Symbol
Freshpet, Inc. [FRPT]
Foreign Trading Symbol

3. Date of Earliest Transaction (Month/Day/Year)
08/21/2026

4. If Amendment, Date of Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
☑ Director ☐ 10% Owner
☑ Officer (give title below) ☐ Other (specify below)
Chief Executive Officer

6. Individual or Joint/Group Filing (Check Applicable Line)
☑ Form filed by One Reporting Person
☐ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	08/21/2026		M		62,369	A	$10.23	350,862	D	
Common Stock	08/21/2026		S[1]		40,957	D	$73.87[2][3]	309,905	D	
Common Stock	08/24/2026		M		62,369	A	$10.23	372,274	D	
Common Stock	08/24/2026		S[1]		40,398	D	$76.01	331,876	D	
Common Stock	08/24/2026		S[1]		567	D	$74.03	331,309	D	
Common Stock	08/21/2026		M		4,620	A	$10.23	42,091	I	By Spouse
Common Stock	08/21/2026		S[1]		639	D	$74.34	41,452	I	By Spouse
Common Stock	08/24/2026		M		4,620	A	$10.23	46,072	I	By Spouse
Common Stock	08/24/2026		S[1]		640	D	$74.03	45,432	I	By Spouse
Common Stock	08/21/2026		M		9,030	A	$10.23	92,937	I	By Irrevocable Spousal Trust for Linda W. Cyr
Common Stock	08/21/2026		S[1]		1,247	D	$74.34	91,690	I	By Irrevocable Spousal Trust for Linda W. Cyr
Common Stock	08/24/2026		M		9,030	A	$10.23	100,720	I	By Irrevocable Spousal Trust for Linda W. Cyr
Common Stock	08/24/2026		S[1]		1,250	D	$74.03	99,470	I	By Irrevocable Spousal Trust for Linda W. Cyr

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned										
1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	08/21/2026		M		7,981	A	$10.23	84,673	I	By Linda W. Cyr 2020 Irrevocable Trust for Descendants
Common Stock	08/21/2026		S[1]		1,102	D	$74.34	83,571	I	By Linda W. Cyr 2020 Irrevocable Trust for Descendants
Common Stock	08/24/2026		M		7,981	A	$10.23	91,552	I	By Linda W. Cyr 2020 Irrevocable Trust for Descendants
Common Stock	08/24/2026		S[1]		1,105	D	$74.03	90,447	I	By Linda W. Cyr 2020 Irrevocable Trust for Descendants

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)														
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Options to purchase common stock	$10.23	08/21/2026		M			62,369	(4)	09/06/2026	Common Stock	62,369	$0	118,810	D	
Options to purchase common stock	$10.23	08/24/2026		M			62,369	(4)	09/06/2026	Common Stock	62,369	$0	56,441	D	
Options to purchase common stock	$10.23	08/21/2026		M			4,620	(4)	09/06/2026	Common Stock	4,620	$0	8,800	I	By Spouse
Options to purchase common stock	$10.23	08/24/2026		M			4,620	(4)	09/06/2026	Common Stock	4,620	$0	4,180	I	By Spouse
Options to purchase common stock	$10.23	08/21/2026		M			9,030	(4)	09/06/2026	Common Stock	9,030	$0	17,200	I	By Irrevocable Spousal Trust for Linda W. Cyr
Options to purchase common stock	$10.23	08/24/2026		M			9,030	(4)	09/06/2026	Common Stock	9,030	$0	8,170	I	By Irrevocable Spousal Trust for Linda W. Cyr
Options to purchase common stock	$10.23	08/21/2026		M			7,981	(4)	09/06/2026	Common Stock	7,981	$0	15,190	I	By Linda W. Cyr 2020 Irrevocable Trust for Descendants
Options to purchase common stock	$10.23	08/24/2026		M			7,981	(4)	09/06/2026	Common Stock	7,981	$0	7,209	I	By Linda W. Cyr 2020 Irrevocable Trust for Descendants

Explanation of Responses:

1. The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on November 5, 2025.
2. The price reported is a weighted average price. These shares were sold in multiple transactions at prices ranging from $73.819 to $73.874.
3. The reporting person undertakes to provide to Freshpet, Inc., any security holders of Freshpet, Inc. or the staff of the Securities and Exchange Commission, upon request, full information regarding the number

of shares sold at each price within the range set in this Form 4.

4. The options were issued pursuant to the Issuer's 2014 Omnibus Incentive Plan. These options are fully vested as of December 31, 2020.

/s/ Andrew Lampert, as attorney-in-fact for the Reporting Person	08/25/2026
** Signature of Reporting Person	Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, *see* Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.