FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Vashington,	D.C. 20549
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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).

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

1. Name and Addres  Cupero Susan  (Last) 2100 ROOSEVE  (Street) SPRINGFIELD  (City)	(First	) (AVENUE 0	Aiddle) 1104	n Down	3. Da 05/0 4. If I	BI ] ate of   01/202 Amend	Earliest T 24  dment, Da  0b5-1  this box tormative de	ESS  rransa  ate of  (c)  indicate indicate fense	ker or Trading Symbol SON BRANDS, INC. [ saction (Month/Day/Year)  of Original Filed (Month/Day/Year)  Transaction Indication  icate that a transaction was made pursuant to a seconditions of Rule 10b5-1(c). See Instruction					S. Relationship of Reporting Person(s) to Issuer (Check all applicable)     Director				
			e I - No			_			_	Dis	posed of							
Date			2. Transa Date (Month/D	Exe Day/Year) if a		A. Deemed xecution Date, any Month/Day/Year)		3. Transaction Code (Instr. 8)		4. Securities Acquired (A) Disposed Of (D) (Instr. 3, 4			) Securities Beneficia	5. Amount of Securities Beneficially Owned Following		Direct Indirect Istr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
									Code	v	Amount	(A) or (D)	Price	Transacti (Instr. 3 a	on(s)			(III3ti. 4)
Common Stock 0:			05/01/	/2024			A		17,676(1	) A	\$0	68,	68,686		D			
Common Stock 05/				05/01/	/2024				F		1,070(2)	D	\$16.8	67,	7,616		D	
Common Stock 0			05/02	2/2024				F		651 <sup>(2)</sup>		\$17.0	66,	6,965		D		
	Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned																	
				(e.g., p	uts, d	calls	, warra	nts,	optio	ns, c	convertib	le secu	rities)					
Derivative Conversion Date Exercise (Month/Day/Year) if			3A. Deem Execution if any (Month/D	n Date,	4. Transaction Code (Instr. 8)		ı of		6. Date Exercisable and Expiration Date (Month/Day/Year)			of Securi Underlyi	ng e Security	8. Price of Derivative Security (Instr. 5)	9. Number derivative Securities Beneficia Owned Following Reported Transacti (Instr. 4)	e s illy	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
					Code	v	(A)	(D)	Date Exercisa	able	Expiration Date	Title	Amount or Number of Shares					
Performance Rights (3		05/01/2024			A		35,350		(3)		05/01/2027	Common Stock	35,350	\$0	35,35	0	D	

## Explanation of Responses:

- 1. One-quarter of the restricted stock units shall vest on each of the first, second, third and fourth anniversaries of the date of grant. Shares, net of tax withholding, will be delivered on each applicable vesting date.
- 2. Represents shares of common stock withheld by the Issuer to satisfy certain tax withholding obligations associated with the vesting of restricted stock units.
- 3. Each performance right represents a contingent right to recieve one share of the Issuer's common stock. The performance rights vest based on achievement of certain target performance of the Issuer's stock price over a three-year performance period. The number represents the maximum number of shares that may be delivered pursuant to the award.

/s/ Kevin A. Maxwell

05/03/2024

\*\* Signature of Reporting Person

Date

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

- $^{\star}$  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.