UNITED STATES SECURITIES AND EXCHANGE COMMISSION

27 March 2012

ORDER GRANTING CONFIDENTIAL TREATMENT UNDER THE SECURITIES ACT OF 1933

Annie's, Inc.

File No. 333-178270 -- CF# 27847

Annie's, Inc. submitted an application under Rule 406 requesting confidential treatment for information it excluded from the Exhibits to a Form S-1 filed on December 1, 2011, as amended.

Based on representations by Annie's, Inc. that this information qualifies as confidential commercial or financial information under the Freedom of Information Act, 5 U.S.C. 552(b)(4), the Division of Corporation Finance has determined not to publicly disclose it. Accordingly, excluded information from the following exhibit(s) will not be released to the public for the time period(s) specified:

| Exhibit 10.13 | through September 1, 2017 |
|---------------|---------------------------|
| Exhibit 10.14 | through December 31, 2013 |
| Exhibit 10.16 | through January 5, 2014 |
| Exhibit 10.17 | through January 5, 2014 |
| Exhibit 10.18 | through June 30, 2013 |
| Exhibit 10.19 | through June 30, 2013 |
| Exhibit 10.20 | through November 1, 2018 |
| Exhibit 10.21 | through January 5, 2014 |
| Exhibit 10.27 | through July 1, 2015 |
| Exhibit 10.33 | through January 9, 2016 |
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For the Commission, by the Division of Corporation Finance, pursuant to delegated authority:

Timothy S. Levenberg Special Counsel