

STEAK & SHAKE CO
Form 8-K
February 12, 2004

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549-1004

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event
reported):

February 12, 2004

THE STEAK n SHAKE COMPANY

(Exact name of registrant as specified in its charter)

Indiana

000-08445

37-0684070

(State or other jurisdiction
of incorporation)

(Commission File
Number)

(IRS Employer
Identification Number)

36 S. Pennsylvania St., Suite 500
Indianapolis, Indiana

46204

(Address of principal executive
offices)

(Zip Code)

Registrant's telephone number, including area code:

(317) 633-4100

On February 11, 2004, The Steak n Shake Company (the "Registrant" or "Company") issued a Press Release announcing its strategic direction for 2004 and changes to senior management and the Board of Directors at its Annual Shareholders meeting. The information in the Press Release is attached hereto as Exhibit 99.1. The presentation of the strategic direction for 2004 is attached hereto as Exhibit 99.2.

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

THE STEAK n SHAKE COMPANY

Date: February 12, 2004

By: /s/ James W. Bear

James W. Bear, Senior Vice President and Chief Financial Officer

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Exhibit Index

Number assigned
in Regulation S-K

Item Description of Exhibits

(__) 99.1 Press Release, dated February 11, 2004, announcing the Company's strategic direction for 2004 and changes to senior management and the Board of Directors.

(__) 99.2 Presentation of the strategic direction for 2004.

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