

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

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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

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**THE STEAK n SHAKE COMPANY**

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(Exact name of registrant as specified in its charter)

Indiana

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(State or other jurisdiction  
of incorporation)

000-08445

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(Commission File  
Number)

37-0684070

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(IRS Employer  
Identification Number)

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

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(Address of principal executive  
offices)

46204

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(Zip Code)

Registrant's telephone number, including area code:

(317) 633-4100

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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

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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

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(\_\_ ) 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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