CHECKERS DRIVE IN RESTAURANTS INC /DE
Form 8-K
October 14, 2003

FORM 8-K

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

Date of Report (Date of earliest event reported)
October 14, 2003

CHECKERS DRIVE-IN RESTAURANTS, INC.
(Exact name of registrant as specified in charter)

DELAWARE	0-19649	58-1654960
(State or other jurisdiction of	(Commission File Number)	(IRS Employer Identification No.)

4300 WEST CYPRESS STREET, SUITE 600, TAMPA FLORIDA 33607
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code
(813) 283-7000

Former name or former address (if changed since last report)
NOT APPLICABLE

Item 9. REGULATION FD DISCLOSURE.

On October 14, 2003, the Registrant issued
a news release entitled "Checkers(R)/Rally's(R)
Recognized for Extraordinary Employee
Incentive Programs - Double drive-thru
chain awarded NRN's People and Performance
Award for excellence in employee
Recognition", a copy is being filed
herewith as Exhibit 99.1.

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
hereunto duly authorized.

CHECKERS DRIVE-IN RESTAURANTS, INC.

By:_____
Name: Keith E. Sirois
Title: President and Chief Executive Officer
Dated: October 14, 2003
EXHIBIT INDEX

Exhibit Number	Description
99.1	Press Release, dated October 14, 2003

Exhibit 99.1

CHECKERS DRIVE-IN RESTAURANTS, INC.

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Tampa, Florida 33607
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412-562-1186

Checkers(R)/Rally's(R) Recognized for Extraordinary Employee Incentive Programs - Double drive-thru chain awarded NRN's People and Performance Award for excellence in employee Recognition.

TAMPA, FL - October 14, 2003 - Checkers Drive-In Restaurants, Inc., (NASDAQ: CHKR), the nation's largest double drive-thru chain, prides itself on its superior employee incentive programs. Now, Nation's Restaurant News, the newsweekly of the food service industry and producer of the Multi-Unit Food Operators (MUFSO) Conference, has officially recognized Checkers(R)/Rally's(R) human resource efforts with the People and Performance Award, sponsored by Coca-Cola North America.

Checkers/Rally's national incentive programs support both Company and Franchise growth by motivating its employees to succeed. The programs offer out-of-this-world rewards for outstanding performance, including cars, cruises and consumer electronics.

"We are naturally very pleased with this recognition of our employee incentive programs" said Keith Sirois, President and CEO of Checkers Drive-In Restaurants, Inc. "We are even more pleased though with the help these programs have lent in achieving continuing improvement within our system."

"Our success as a Company can be largely attributed to our investment in people," said Steven M. Cohen, Senior Vice President of Human Resources, Checkers Drive-In Restaurants, Inc. "Turnover in our organization has dropped tremendously over the past few years and one of the major reasons for this is our extraordinary recognition programs."

An example of Checkers/Rally's motivating incentive programs include its Annual Incentive Trip, where the top General Managers, Area Managers, top-performing corporate employees, and their spouses travel to an exotic locale. In 2002, 220 top-employees went on a five-day cruise to the Grand Cayman Islands and Cozumel.

"Over the course of a year, we measure many criteria, sharing the rankings with our employees to motivate and direct our management team," said Adam Noyes, Vice President of Company Operations and Purchasing of Checkers Drive-In Restaurants, Inc. "Success is a direct result of great teamwork, so rewards are shared amongst staff and personnel who play an integral role."

Recently, as part of the Checkers/Rally's "Speed to Succeed" Incentive Program, this year's version of Checkers/Rally's tradition of employee car giveaways, a Checkers franchisee manager in Long Island, New York, received an official Brickyard 400(R) Monte Carlo(R) SS Pace Car for increasing his store sales 75 percent versus the previous year. As part of the "Speed to Succeed" program, a top-performing general manager is presented with an official Pace Car or a 2003 Ford(R) Mustang(R) each month. Additionally, managers throughout the system can win consumer electronic prizes from Circuit City(R), and Assistant Managers, shift supervisors and crewmembers have the opportunity to win great prizes, including Circuit City Gift Cards.

"Checkers/Rally's Marketing, Operations and HR departments have worked together to develop and deliver so many of these programs to enhance both Company and Franchise performance," said Ron Levondosky, Vice President of Franchise, Checkers Drive-In Restaurants, Inc. "And we've found that recognition amongst peers goes a long way, so we communicate our employees' successes through monthly newsletters."

Checkers/Rally's was presented with the People and Performance Award in the category of employee recognition at NRN's 44th annual MUFSO Conference on Tuesday, September 23, 2003 in Atlanta, Georgia.

The People and Performance Awards (PAPAs) honor multi-unit restaurant chains in employee recruitment, retention and recognition. Selected by the editorial staff of Nation's Restaurant News along with the PAPA Advisory Board, winners excel in their human resource efforts in various areas including innovation, diversity plans, recruitment strategy, and service benchmarks.

Checkers Drive-In Restaurants, Inc.

Checkers Drive-In Restaurants, Inc. (www.checkers.com) is the largest double drive-thru restaurant chain in the United States. The Company develops, produces, owns, operates and franchises quick service "double drive-thru" restaurants.

Except for historical information, this announcement contains "forward-looking" and "Safe Harbor" statements within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended and the Private Securities Litigation Reform Act of 1995.