
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, DC 20549

FORM 8-K

**CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d)
OF THE SECURITIES EXCHANGE ACT OF 1934**

October 29, 2018
Date of report (date of earliest event reported)

The Habit Restaurants, Inc.
(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdictions
of incorporation or organization)

001-36749
(Commission
File Number)

36-4791171
(I.R.S. Employer
Identification Nos.)

17320 Red Hill Avenue, Suite 140
Irvine, CA 92614
(Address of principal executive offices) (Zip Code)

(949) 851-8881
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrants under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 8.01 Other Events.

On October 29, 2018, The Habit Restaurants, Inc. (the “Company”) issued a press release announcing the appointment of Iwona Alter as its Chief Brand Officer. Ms. Alter is expected to join the Company on December 10, 2018. A copy of the press release has been filed as Exhibit 99.1 to this Current Report on Form 8-K and is incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

**Exhibit
No.**

Description

99.1

[Press Release dated October 29, 2018 issued by The Habit Restaurants, Inc.](#)

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.

The Habit Restaurants, Inc.

By: /s/ Ira Fils
Ira Fils
Chief Financial Officer and Secretary

Date: October 29, 2018

The Habit Restaurants, Inc. Announces Appointment of Iwona Alter as Chief Brand Officer

IRVINE, Calif., October 29, 2018 — The Habit Restaurants, Inc. (Nasdaq: HABT) (“The Habit”), today announced the appointment of Iwona Alter as Chief Brand Officer effective December 10, 2018.

“Iwona is a proven leader and marketing innovator and we are pleased to welcome her to The Habit team,” said Russ Bendel, President and Chief Executive Officer of The Habit Restaurants, Inc. “She brings over 20 years of experience in consumer marketing, with a primary focus on restaurants for the past 13 years. We believe that her extensive restaurant and leadership knowledge, combined with her expertise in marketing, brand management and advertising will be a great asset to the Company as we continue to focus on key initiatives surrounding quality, convenience and innovation.”

“I am thrilled to be joining The Habit family and have always admired their strong brand, commitment to exceptional service, and tasty burgers,” said Alter. “I am so excited to lead brand building efforts to share the amazing story of high-quality food and care that The Habit offers to their guests. The talent and passion of the marketing and management teams are quite evident, and I am looking forward to working with them to further strengthen and grow this great brand.”

Most recently Ms. Alter served as Jack in the Box’s Chief Marketing Officer and was responsible for all marketing functions including Culinary Development, Product Management, Marketing Communications, Innovation, and Regional Marketing. Prior to her tenure with Jack in the Box, she held various marketing roles both domestically and internationally at other major corporations such as Elmer’s Products, Shiseido Company Ltd., Johnson & Johnson, and J. Walter Thompson.

Ms. Alter received her MBA in Marketing from Fordham University and a Bachelor of Business Administration degree from Baruch College in New York.

About The Habit Restaurants, Inc.

The Habit Burger Grill is a burger-centric, fast casual restaurant concept that specializes in preparing fresh, made-to-order chargrilled burgers and sandwiches featuring USDA choice tri-tip steak, grilled chicken and sushi-grade tuna cooked over an open flame. In addition, it features fresh made-to-order salads and an appealing selection of sides, shakes and malts. The Habit was named the “best tasting burger in America” in July 2014 in a comprehensive survey conducted by one of America’s leading consumer magazines. The first Habit opened in Santa Barbara, California in 1969. The Habit has since grown to over 240 restaurants in 11 states throughout California, Arizona, Utah, New Jersey, Florida, Idaho, Virginia, Nevada, Washington, Maryland and Pennsylvania, as well as six international locations.

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