

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

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):  
SEPTEMBER 14, 2004

PIZZA INN, INC.  
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(Exact name of Registrant as specified in its charter)

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| MISSOURI<br>-----<br>(State or other jurisdiction of<br>incorporation or organization) | 0-12919<br>-----<br>Commission File Number | 47-0654575<br>-----<br>(I.R.S. Employer<br>Identification No.) |
| 3551 PLANO PARKWAY<br>THE COLONY, TX 75056<br>(Address of principal executive offices) | 75056<br>-----<br>(Zip Code)               |  |

Registrant's telephone number, including area code: (469) 384-5000

(Former name, former address and former fiscal year, if changed since last  
report)

ITEM 8.01. OTHER EVENTS AND REGULATION FD DISCLOSURE.

See attached Exhibit 99.1

SIGNATURE

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

PIZZA INN, INC.

Date: September 14, 2004

By: /s/ Shawn M. Preator  
Shawn M. Preator, Chief Financial Officer

INDEX TO EXHIBITS

Exhibit

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Item

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Press Release by Pizza Inn, Inc. regarding the Company's new Express Concept.  
99.1

NEW PROTOTYPE FEATURES EXCITING NEW DESIGN; LOWER INVESTMENT AND OPERATING COSTS

THE COLONY, TX - September 14, 2004 - Pizza Inn, Inc. (NASDAQ: PZZI), announced it will unveil its newly redesigned Pizza Inn Express concept at the National Association of Convenience Stores (NACS) Show, October 17-20 in Las Vegas.

The new Express concept features a simplified menu that reduces opening and operating costs, and reveals an open design that allows customers to better view menu items. The new concept is designed to significantly reduce start-up expenses and can be purchased, installed and operational within four to six weeks in existing convenience stores or other non-traditional locations.

"We are very excited about these improvements in the operating system as well as the lower investment requirements for our new Express concept," said Pizza Inn CEO Ronald Parker. "We expect a strong level of interest from c-store operators."

Pizza Inn currently has more than 70 express locations and the new concept, designed by Darren Sumrall of Dallas-based GHA Architects, significantly repositions Pizza Inn Express .

"Our goal was to create a totally new image for Pizza Inn Express locations, one that sets it apart from every other competitor in the express category," said Sumrall. "We accomplished this by creating an exciting and energetic concept that also sells great-tasting pizza."

"This new Express concept better meets the needs of both the customer and the operator," said Michael Iglesias, Pizza Inn Vice President of Franchise Development. "It is not only more visually appealing, but also affordable and easy to maintain. And the NACS show provides an ideal time to introduce this concept since we plan to focus on implementing it in convenience stores."

Pizza Inn, Inc. is headquartered in The Colony, Texas, along with its distribution division, Norco Restaurant Distribution Services. Pizza Inn represents over 400 restaurants with annual sales of approximately \$170 million.