



DIVISION OF  
CORPORATION FINANCE

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

July 20, 2012

Via E-mail

Elizabeth A. Smith  
Chief Executive Officer  
Bloomin' Brands, Inc.  
2202 North West Shore Boulevard  
Suite 500  
Tampa, FL 33607

**Re: Bloomin' Brands, Inc.  
Amendment No. 4 to Registration Statement on Form S-1  
Filed July 18, 2012  
File No. 333-180615**

Dear Ms. Smith:

We have reviewed your responses to the comments in our letter dated July 16, 2012 and have the following additional comment. All page numbers below correspond to the marked version of your filing.

Business, page 97

1. We note your disclosure on pages 97 and 115 that from February 2009 to July 2012 there was a 19% increase in customers that rated their overall customer satisfaction at Outback Steakhouse as "excellent" or "very good." However, this seems inconsistent with the percentage shown in the materials that you have provided to us. Please revise or advise.

Elizabeth A. Smith  
Bloomin' Brands, Inc.  
July 20, 2012  
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You may contact Aamira Chaudhry at (202) 551-3389 or Lyn Shenk at (202) 551-3380 if you have questions regarding comments on the financial statements and related matters. Please contact Sonia Bednarowski or me at (202) 551-3666 with any other questions.

Sincerely,

/s/ Loan Lauren P. Nguyen

Loan Lauren P. Nguyen  
Special Counsel

cc: Via E-mail  
John M. Gherlein  
Baker & Hostetler