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

SCHEDULE 14A

**Proxy Statement Pursuant to Section 14(a) of the
Securities Exchange Act of 1934 (Amendment No.)**

Filed by the Registrant Filed by a party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material under §240.14a-12

BLOOMIN' BRANDS, INC.

(Exact name of registrant as specified in its charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11

(1) Title of each class of securities to which transaction applies:

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(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

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- Fee paid previously with preliminary materials.
- Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

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Supplement dated March 25, 2024
to the Proxy Statement for the Annual Meeting of Stockholders of Bloomin' Brands, Inc.
To be held on April 23, 2024

This proxy statement supplement (this "Supplement"), dated March 25, 2024, supplements and amends the proxy statement filed with the Securities and Exchange Commission on March 4, 2024 (the "Proxy Statement") relating to the proxies being solicited by the Board of Directors (the "Board") of Bloomin' Brands, Inc., a Delaware corporation (the "Company" and "we," "us" or "our"), in connection with the Company's Annual Meeting of Stockholders to be held on Tuesday, April 23, 2024 (the "Annual Meeting"). This Supplement should be read together with the Proxy Statement. Other than as set forth below, no changes have been made to the Proxy Statement.

The purpose of this Supplement is to update biographical information on page 14 of the Proxy Statement for R. Michael Mohan, Chairman of the Board who is standing for reelection. On March 13, 2024, Mr. Mohan notified the Board of his appointment to the position of Interim Chief Executive Officer of Petco Health and Wellness Company, Inc. ("Petco"). In conjunction with his appointment, Mr. Mohan stepped down from Petco's Audit Committee and Petco's Lead Independent Director role.

The Board has determined that Mr. Mohan's simultaneous service as Interim Chief Executive Officer of Petco and a director on three public company boards (including the Company's Board) does not impair his ability to effectively serve as the Company's Board Chair due to, among other factors, his background as the former President and Chief Operating Officer of Best Buy Co.

On March 23, 2024, upon the recommendation of the Company's Nominating and Corporate Governance committee, and after considering factors relevant to Mr. Mohan's continued service on the Board, the Board re-affirmed its approval of Mr. Mohan's nomination to stand for reelection at the Annual Meeting.

Except as described in this Supplement, the information provided in the Proxy Statement continues to apply and should be considered in voting your shares. To the extent that information in this Supplement differs from information contained in the Proxy Statement, the information in this Supplement updates the Proxy Statement.

If you have already submitted your proxy, you do not need to take any action unless you wish to change your vote. This Supplement does not change the proposals to be acted upon at the Annual Meeting, which are described in the Proxy Statement. Important information regarding how to vote your shares and how to change votes already cast is available in the Proxy Statement.

By order of the Board of Directors,

Kelly Lefferts
Secretary

Tampa, Florida
March 25, 2024