

ENVOY CAPITAL GROUP INC.
Form 6-K
February 18, 2011

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

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

**PURSUANT TO RULE 13a-16 OR 15d-16 OF
THE SECURITIES EXCHANGE ACT OF 1934**

As at **February 10, 2011**

Commission File No. **00-30082**

ENVOY CAPITAL GROUP INC.

(Translation of registrant's name into English)

30 St. Patrick Street, Suite 301

Toronto, Ontario M5T 3A3

(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F
Form 20-F [X] Form 40-F []

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule
101(b)(1) []

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule
101(b)(7) []

Indicate by check mark whether the registrant, by furnishing the information contained in this Form, is also thereby
furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.
Yes [] **No [X]**

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

SUBMITTED HEREWITH

Exhibits	
<u>99.1</u>	<u>Material Change Report dated February 11, 2011</u>
<u>99.2</u>	<u>Press Release dated February 10, 2011</u>

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, thereunto duly authorized.

Date: February 16, 2011

ENVOY CAPITAL GROUP INC.

/s/ Robert Pollock

Robert Pollock
Chief Executive Officer