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CHEESECAKE FACTORY INCORPORATED
Form 8-K
October 13, 2004

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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):
October 13, 2004

THE CHEESECAKE FACTORY INCORPORATED
(Exact Name of Registrant as Specified in its Charter)

Delaware	0-20574	51-0340466
(State or other jurisdiction of incorporation)	(Commission File Number)	(IRS Employer Identification No.)

26950 Agoura Road
Calabasas Hills, California 91301
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code:
(818) 871-3000

Not Applicable
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- 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 240.14.d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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SECTION 7 - REGULATION FD

ITEM 7.01 REGULATION FD DISCLOSURE

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On October 13, 2004, The Cheesecake Factory Incorporated issued a press release announcing that it will broadcast its third quarter investor conference call on the Internet at 2:00 p.m. Pacific Time on October 19, 2004. A copy of the press release is attached as Exhibit 99.1.

SECTION 8 - OTHER EVENTS

ITEM 8.01 OTHER EVENTS

On October 13, 2004, The Cheesecake Factory Incorporated announced the opening of its newest restaurant in Rancho Mirage, California. A copy of the press release is attached as Exhibit 99.1.

SECTION 9.0 - FINANCIAL STATEMENTS AND EXHIBITS

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(c) Exhibits

- 99.1 Press release dated October 13, 2004 entitled "The Cheesecake Factory Opens in Rancho Mirage, California; To Broadcast Third Quarter Conference Call on the Internet".

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.

Date: October 13, 2004

THE CHEESECAKE FACTORY INCORPORATED

By: /s/ MICHAEL J. DIXON

Michael J. Dixon
Senior Vice President and Chief Financial
Officer

EXHIBIT INDEX

Exhibit	Description
99.1	Press Release dated October 13, 2004 entitled "The Cheesecake Factory Opens in Rancho Mirage, California; To Broadcast Third Quarter Conference Call on the Internet".