

CHEESECAKE FACTORY INC  
Form 8-K  
October 24, 2007

**UNITED STATES**

**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**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 18, 2007**

**THE CHEESECAKE FACTORY INCORPORATED**

(Exact Name of Registrant as Specified in its Charter)

**Delaware**  
(State or other jurisdiction of  
incorporation)

**0-20574**  
(Commission File Number)

**51-0340466**  
(IRS Employer Identification No.)

**26901 Malibu Hills Road  
Calabasas Hills, California 91301**

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(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 2 FINANCIAL INFORMATION**

**ITEM 2.02 RESULTS OF OPERATIONS AND FINANCIAL CONDITION**

In a press release dated October 23, 2007, The Cheesecake Factory Incorporated announced financial results for the Company's third quarter of fiscal 2007, which ended on October 2, 2007.

The full text of the press release is attached as Exhibit 99.1 to this report and is herein incorporated by reference.

**SECTION 8 OTHER EVENTS**

**ITEM 8.01 OTHER EVENTS**

In a press release dated October 19, 2007, The Cheesecake Factory Incorporated announced the opening of its 133<sup>rd</sup> Cheesecake Factory restaurant at the Natick Collection the largest mall in New England in Natick, Massachusetts, a suburb of Boston, on October 18, 2007. The opening marks the Company's 1<sup>st</sup> new restaurant opened in fiscal 2007. The restaurant contains approximately 10,200 square feet and 285 seats.

The full text of this press release is attached as Exhibit 99.2 to this report and is herein incorporated by reference.

**SECTION 9 FINANCIAL STATEMENTS AND EXHIBITS**

**ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS**

(d) Exhibits

99.1 Press release dated October 23, 2007 entitled, **The Cheesecake Factory Reports Results for Third Quarter of Fiscal 2007; Company Announces Fiscal 2008 Growth Plan**

99.2 Press release dated October 19, 2007 entitled, **The Cheesecake Factory Opens in Natick, Massachusetts**

**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 24, 2007

THE CHEESECAKE FACTORY INCORPORATED

By:

*/s/* MICHAEL J. DIXON

Michael J. Dixon

Senior Vice President and Chief Financial Officer

**EXHIBIT INDEX**

**Exhibit**

99.1	<b>Description</b>
	Press release dated October 23, 2007 entitled, The Cheesecake Factory Reports Results for Third Quarter of Fiscal 2007; Company Announces Fiscal 2008 Growth Plan
99.2	Press release dated October 19, 2007 entitled, The Cheesecake Factory Opens in Natick, Massachusetts