

CHEESECAKE FACTORY INC

Form 8-K

November 02, 2007

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

FORM 8-K

CURRENT REPORT

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PURSUANT TO SECTION 13 OR 15(d) OF

THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported):

November 2, 2007

THE CHEESECAKE FACTORY INCORPORATED

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(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

(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):

- o Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - o Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - o Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14.d-2(b))
 - o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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SECTION 8 OTHER EVENTS

ITEM 8.01 OTHER EVENTS

In a press release dated November 2, 2007, The Cheesecake Factory Incorporated announced the opening of its 135th and 136th Cheesecake Factory restaurants. The restaurants opened at the Blue Back Square in West Hartford, Connecticut and at the Fashion Place Mall in Salt Lake City, Utah, respectively, on November 1, 2007. The openings mark the Company's 14th and 15th new restaurants opened in fiscal 2007 and are the Company's initial restaurants in Connecticut and Utah.

The restaurants contain approximately 9,600 square feet and 270 seats at the West Hartford location and 10,200 square feet and 280 seats at the Salt Lake City location.

The full text of this press release is attached as Exhibit 99.1 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 November 2, 2007 entitled,
The Cheesecake Factory Opens in West Hartford,
Connecticut and Salt Lake City, Utah**

SIGNATURES

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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: November 2, 2007

THE CHEESECAKE FACTORY INCORPORATED

By: */s/* MICHAEL J. DIXON
Michael J. Dixon
Senior Vice President and Chief Financial Officer

EXHIBIT INDEX

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Exhibit	Description
99.1	Press release dated November 2, 2007 entitled, The Cheesecake Factory Opens in West Hartford, Connecticut and Salt Lake City, Utah