

CHEESECAKE FACTORY INCORPORATED  
Form 8-K  
January 03, 2006

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**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): January 3, 2006**

**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**  
(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 8 OTHER EVENTS**

**ITEM 8.01 OTHER EVENTS**

In a press release dated January 3, 2006, The Cheesecake Factory Incorporated announced that it will present at the SG Cowen & Co. 4<sup>th</sup> Annual Consumer Conference in New York City on January 10, 2006 at 8:30 a.m. Eastern Time. David Overton, Chairman and CEO, and Michael Dixon, Senior Vice President and CFO, will be presenting on behalf of the Company. The presentation will be webcast on the Company's website at [www.thecheesecakefactory.com](http://www.thecheesecakefactory.com). An archive of the webcast will be available following the live presentation through February 9, 2006. A copy of the press release is attached as Exhibit 99.1.

**SECTION 9 FINANCIAL STATEMENTS AND EXHIBITS**

**ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS**

(d) Exhibits

- 99.1 Press release dated January 3, 2006 entitled, The Cheesecake Factory To Present At The SG Cowen & Co. 4<sup>th</sup> Annual Consumer Conference.

**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: January 3, 2006

THE CHEESECAKE FACTORY INCORPORATED

By: /s/ MICHAEL J. DIXON

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Michael J. Dixon  
Senior Vice President and Chief Financial Officer

**EXHIBIT INDEX**

<b>Exhibit</b>	<b>Description</b>
99.1	Press release dated January 3, 2006 entitled, The Cheesecake Factory To Present At The SG Cowen & Co. 4 Annual Consumer Conference.