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CHEESECAKE FACTORY INCORPORATED
Form 8-K
September 30, 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):
September 29, 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

On September 29, 2004, The Cheesecake Factory Incorporated issued a press release announcing that Company management will present at the RBC Capital Markets Consumer Conference. A copy of the press release is attached as Exhibit 99.1.

SECTION 8 - OTHER EVENTS

ITEM 8.01 OTHER EVENTS

On September 29, 2004, The Cheesecake Factory Incorporated announced the opening of two new restaurants. A copy of the press release is attached as Exhibit 99.1.

SECTION 9.0 - FINANCIAL STATEMENTS AND EXHIBITS

ITEM 9.1 FINANCIAL STATEMENTS AND EXHIBITS

(c) Exhibits

99.1 Press release dated September 29, 2004 entitled "The Cheesecake Factory Announces New Restaurant Openings; Management to Present at the RBC Capital Markets Consumer Conference".

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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: September 29, 2004 THE CHEESECAKE FACTORY INCORPORATED

By: /s/ MICHAEL J. DIXON

Michael J. Dixon
Senior Vice President and
Chief Financial Officer

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EXHIBIT INDEX

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Exhibit	Description
99.1	Press Release dated September 29, 2004 entitled "The Cheesecake Factory Announces New Restaurant Openings; Management to Present at the RBC Capital Markets Consumer Conference".