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CHEESECAKE FACTORY INCORPORATED

Form 8-K

October 07, 2003

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 6, 2003

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)

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

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

ITEM 5. OTHER EVENTS

On October 6, 2003, The Cheesecake Factory Incorporated issued a press release entitled "The Cheesecake Factory Opens Second Restaurant in the San Jose, California Market." A copy of the press release is attached as Exhibit 99.1.

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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: October 6, 2003

THE CHEESECAKE FACTORY INCORPORATED

By: /s/ GERALD W. DEITCHLE

Gerald W. Deitchle
President and Chief Financial Officer
(Principal Financial Officer)

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EXHIBIT INDEX

Exhibit	Description
99.1	Press Release dated October 6, 2003 entitled "The Cheesecake Factory Opens Second Restaurant in the San Jose, California Market."

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