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CHEESECAKE FACTORY INCORPORATED

Form 8-K

January 26, 2005

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):
January 25, 2005

THE CHEESECAKE FACTORY INCORPORATED
(Exact Name of Registrant as Specified in its Charter)

Delaware 0-20574 51-0340466
(State or other jurisdiction (Commission File Number) (IRS Employer
of incorporation) 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))

SECTION 7 -- REGULATION FD

ITEM 7.01 REGULATION FD DISCLOSURE

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On January 25, 2005, The Cheesecake Factory Incorporated issued a press release announcing that it will broadcast its fourth quarter investor conference call on the Internet at 2:00 p.m. Pacific Time on February 8, 2005. 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

(c) Exhibits

99.1 Press release dated January 25, 2005 entitled "The Cheesecake Factory To Broadcast Fourth Quarter and Fiscal 2004 Earnings Conference Call on the Internet".

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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: January 25, 2005

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 January 25, 2005 entitled "The Cheesecake Factory To Broadcast Fourth Quarter and Fiscal 2004 Earnings Conference Call on the Internet". |