

CHEESECAKE FACTORY INC

Form 8-K

November 13, 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 8, 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**  
(Address of principal executive offices)

**91301**  
(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**



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**In a press release dated November 9, 2007, The Cheesecake Factory Incorporated announced the opening of its 11th Grand Lux Cafe at the Scottsdale Fashion Square in Scottsdale, Arizona on November 8, 2007. The opening marks the Company's 16th new restaurant opened in fiscal 2007. The restaurant contains approximately 10,500 square feet and 300 seats.**

**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 9, 2007 entitled,  
The Cheesecake Factory Opens Grand Lux Cafe in  
Scottsdale, Arizona**



**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 13, 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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<b>Exhibit</b>	<b>Description</b>
99.1	Press release dated November 9, 2007 entitled, The Cheesecake Factory Opens Grand Lux Cafe in Scottsdale, Arizona