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CHEESECAKE FACTORY INCORPORATED

Form 8-K

February 16, 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):
February 16, 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
Soliciting material pursuant to Rule 14a-12 under the Exchange Act
Pre-commencement communications pursuant to Rule 14d-2(b) under the
Exchange Act
Pre-commencement communications pursuant to Rule 13e-4(c) under the
Exchange Act

SECTION 8 - OTHER EVENTS

ITEM 8.01 OTHER EVENTS

On February 16, 2005, The Cheesecake Factory Incorporated announced the
opening of its newest restaurant in Naples, Florida. A copy of the press release
is attached as Exhibit 99.1.

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SECTION 9.0 - FINANCIAL STATEMENTS AND EXHIBITS

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(c) Exhibits

99.1 Press release dated February 16, 2005 entitled "The Cheesecake Factory Opens in Naples, Florida".

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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: February 16, 2005

THE CHEESECAKE FACTORY INCORPORATED

By: /s/ MICHAEL J. DIXON

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Michael J. Dixon  
Senior Vice President and Chief  
Financial Officer

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EXHIBIT INDEX

Exhibit	Description
----- 99.1	----- Press Release dated February 16, 2005 entitled "The Cheesecake Factory Opens in Naples, Florida".

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