

CHEESECAKE FACTORY INCORPORATED  
Form 8-K  
March 23, 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):**  
March 22, 2005

**THE CHEESECAKE FACTORY INCORPORATED**

(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.)

**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 8 OTHER EVENTS**

**ITEM 8.01 OTHER EVENTS**

On March 22, 2005, The Cheesecake Factory Incorporated announced the opening of its newest restaurant in Rancho Cucamonga, California. A copy of the press release is attached as Exhibit 99.1.

**SECTION 9.0 FINANCIAL STATEMENTS AND EXHIBITS**

**ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS**

(c) Exhibits

99.1 Press release dated March 22, 2005 entitled The Cheesecake Factory Opens in Rancho Cucamonga, California .

2



**EXHIBIT INDEX**

<b>Exhibit</b>	<b>Description</b>
99.1	Press Release dated March 22, 2005 entitled The Cheesecake Factory Opens in Rancho Cucamonga, California .