

CHEESECAKE FACTORY INC
Form 8-K
May 23, 2013

**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):

May 23, 2013

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.)

26901 Malibu Hills Road

Calabasas Hills, California 91301

(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code:

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(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))
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ITEM 8.01 OTHER EVENTS

In a press release dated May 23, 2013, The Cheesecake Factory Incorporated (the Company) announced its participation in three upcoming investment conference presentations. Details regarding the presentations are below.

- Goldman Sachs Lodging, Gaming, Restaurant and Leisure Conference 2013 (New York)

June 4, 2013 at 8:45 a.m. Eastern Time

- William Blair 33rd Annual Growth Stock Conference (Chicago)

June 11, 2013 at 9:30 a.m. Central Time

- Piper Jaffray 33rd Annual Consumer Conference (New York)

June 12, 2013 at 9:15 a.m. Eastern Time

The presentations will be webcast on the Company s website at www.thecheesecakefactory.com and can be accessed by clicking on the Investors link from the home page and the respective conference webcast link at the top of the page. An archive of the webcasts will be available following the live presentations.

The full text of the press release is attached as Exhibit 99.1 to this report and is hereby incorporated by reference herein.

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

- (d) Exhibits

99.1 Press release dated May 23, 2013, entitled The Cheesecake Factory to Present at Investment Conferences

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: May 23, 2013

THE CHEESECAKE FACTORY
INCORPORATED

By:

/s/ W. Douglas Benn
W. Douglas Benn
Executive Vice President and Chief Financial
Officer

EXHIBIT INDEX

Exhibit	Description
99.1	Press release dated May 23, 2013, entitled The Cheesecake Factory to Present at Investment Conferences