

SECURITIES AND EXCHANGE COMMISSION

FORM 8-K

Current report filing

Filing Date: **2013-01-09** | Period of Report: **2013-01-09**
SEC Accession No. [0001104659-13-001484](#)

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FILER

CHEESECAKE FACTORY INC

CIK:[887596](#) | IRS No.: **510340466** | State of Incorporation: **DE** | Fiscal Year End: **1230**
Type: **8-K** | Act: **34** | File No.: **000-20574** | Film No.: **13520836**
SIC: **5812** Eating places

Mailing Address

26901 MALIBU HILLS RD
CALABASAS HILLS CA 91301

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818 871-8342

**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 9, 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:
(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 January 9, 2013, The Cheesecake Factory Incorporated (the “Company”) announced it will release fourth quarter fiscal 2012 financial results after the market close on Wednesday, February 20, 2013. The Company will hold a conference call to discuss its results on the same day beginning at 2:00 p.m. Pacific Time, which will be broadcast live over the Internet.

To listen to the conference call, please go to the Company’s website at www.thecheesecakefactory.com at least 15 minutes prior to the call to register and download any necessary audio software. Click on the “Investors” link on the home page, and select the link for the “Q4 2012 Earnings Conference Call” at the top of the page. An archive of the webcast will be available shortly after the call and continue through March 20, 2013.

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 January 9, 2013 entitled “The Cheesecake Factory to Webcast Fourth Quarter Fiscal 2012 Earnings Conference Call on February 20, 2013”

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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 9, 2013

THE CHEESECAKE FACTORY INCORPORATED

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

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EXHIBIT INDEX

<u>Exhibit</u>	<u>Description</u>
99.1	Press release dated January 9, 2013 entitled “The Cheesecake Factory to Webcast Fourth Quarter Fiscal 2012 Earnings Conference Call on February 20, 2013”

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PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Jill Peters
(818) 871-3000

investorrelations@thecheesecakefactory.com

**THE CHEESECAKE FACTORY TO WEBCAST
FOURTH QUARTER FISCAL 2012 EARNINGS CONFERENCE CALL
ON FEBRUARY 20, 2013**

Calabasas Hills, CA – January 9, 2013 – The Cheesecake Factory Incorporated (NASDAQ: CAKE) today announced it will release fourth quarter fiscal 2012 financial results after the market close on Wednesday, February 20, 2013. The Company will hold a conference call to discuss its results on the same day beginning at 2:00 p.m. Pacific Time, which will be broadcast live over the Internet.

To listen to the conference call, please go to the Company's website at www.thecheesecakefactory.com at least 15 minutes prior to the call to register and download any necessary audio software. Click on the "Investors" link on the home page, and select the link for the "Q4 2012 Earnings Conference Call" at the top of the page. An archive of the webcast will be available shortly after the call and continue through March 20, 2013.

About The Cheesecake Factory Incorporated

The Cheesecake Factory Incorporated created the upscale casual dining segment in 1978 with the introduction of its namesake concept. The Company operates 177 full-service, casual dining restaurants throughout the U.S., including 162 restaurants under The Cheesecake Factory® mark; 14 restaurants under the Grand Lux Cafe® mark; and one restaurant under the RockSugar Pan Asian Kitchen® mark. The Company also operates two bakery production facilities in Calabasas Hills, CA and Rocky Mount, NC that produce over 70 varieties of quality cheesecakes and other baked products. Learn more about the company at www.thecheesecakefactory.com.

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The Cheesecake Factory Incorporated
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