

CHEESECAKE FACTORY INC  
Form 8-K  
January 11, 2011

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**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 11, 2011**

**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)

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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 2.02 RESULTS OF OPERATIONS AND FINANCIAL CONDITION**

*The following information is intended to be furnished under Item 2.02 of Form 8-K, Results of Operations and Financial Condition. This information shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the Exchange Act), or incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, whether made before or after the date of this report, regardless of any general incorporation language in the filing.*

In a press release dated January 11, 2011, The Cheesecake Factory Incorporated (the Company) announced preliminary, unaudited revenues and comparable restaurant sales results for the Company's fourth quarter of fiscal 2010, which ended on December 28, 2010. The full text of the press release is furnished herewith as Exhibit 99.1 to this report.

**ITEM 7.01 REGULATION FD DISCLOSURE**

*The following information is intended to be furnished under Item 7.01 of Form 8-K, Regulation FD Disclosure. This information shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the Exchange Act), or incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, whether made before or after the date of this report, regardless of any general incorporation language in the filing.*

As previously disclosed on Form 8-K filed with the SEC on January 4, 2011, management of The Cheesecake Factory Incorporated (the Company) will present at the Cowen and Company 9th Annual Consumer Conference in New York City on January 11, 2011 at 9:30 a.m. Eastern Time. At that conference, the Company plans to reaffirm its guidance for fiscal year 2011 which was previously disclosed during its earnings conference call held on October 21, 2010, as follows: For the full year 2011, the Company estimates (i) diluted earnings per share between \$1.55 and \$1.70, based on an assumed comparable sales range of between positive 1% and 3%; (ii) the opening of 6 to 9 new restaurants, driving total capital expenditures of between \$70 and \$90 million; and (iii) continuation of share repurchases of the Company's common stock of up to \$100 million in value. The presentation will be webcast and details regarding participation in that webcast are contained in the Company's Form 8-K filed with the SEC on January 4, 2011.

**Forward Looking Statements:** This Form 8-K contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding the Company's future financial performance. These statements involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by forward-looking statements, including risks and uncertainties detailed from time to time in our filings with the Securities and Exchange Commission (SEC), as set forth below. Investors are cautioned that forward-looking statements are not guarantees of future performance and that undue reliance should not be placed on such statements. Forward-looking statements speak only as of the dates on which they are made and the Company undertakes no obligation to publicly update or revise any forward-looking statements or to make any other forward-looking statements, whether as a result of new information, future events or otherwise, unless required to do so by securities laws. Investors are referred to the full discussion of risks and uncertainties associated with forward-looking statements and the discussion of risk factors contained in the Company's latest Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K as filed with the SEC and which are available at [www.sec.gov](http://www.sec.gov).

**ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS**

(d) Exhibits

99.1

Press release dated January 11, 2011 entitled, The Cheesecake Factory Announces Preliminary Results for Fourth Quarter of Fiscal 2010

**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 11, 2011

THE CHEESECAKE FACTORY INCORPORATED

By:

*/s/ Debby R. Zurzolo*  
Debby R. Zurzolo  
Executive Vice President, General Counsel and  
Secretary

**EXHIBIT INDEX**

| <b>Exhibit</b> | <b>Description</b>  |
|----------------|---|
| 99.1           | Press release dated January 11, 2011 entitled, The Cheesecake Factory Announces Preliminary Results for Fourth Quarter of Fiscal 2010 |