

CHEESECAKE FACTORY INCORPORATED
Form 8-K
April 20, 2004

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):
April 20, 2004

THE CHEESECAKE FACTORY INCORPORATED
(Exact Name of Registrant as Specified in its Charter)

Delaware	0-20574	51-0340466
(State or other jurisdiction of incorporation)	(Commission File Number)	IRS Employer Identification No.)

26950 Agoura Road
Calabasas Hills, California 91301
(Address of principal executive offices)

Registrant's telephone number, including area code:
(818) 871-3000

Not Applicable
(Former name or former address, if changed since last report)

ITEM 7. Financial Statements and Exhibits.

(c) Exhibits.

Exhibit 99.1. Press Release dated April 20, 2004
titled "The Cheesecake Factory Reports Record
Financial Results for the Fiscal Quarter Ended March
30, 2004".

ITEM 9. Regulation FD Disclosure.

In accordance with SEC Release No. 33-8216, the following information,
intended to be furnished under "Item 12. Results of Operations and Financial
Condition," is instead furnished under this "Item 9. Regulation FD Disclosure."

On April 20, 2004, The Cheesecake Factory Incorporated issued a press
release announcing financial results for the fiscal first quarter ended March
30, 2004. A copy of the press release is attached as Exhibit 99.1.

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: April 20, 2004 THE CHEESECAKE FACTORY INCORPORATED

By: /s/ MICHAEL J. DIXON

Michael J. Dixon
Senior Vice President and Chief Financial Officer

EXHIBIT INDEX

Exhibit	Description
----- 99.1	----- Press Release dated April 20, 2004 titled "The Cheesecake Factory Reports Record Financial Results for the Fiscal Quarter Ended March 30, 2004."