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CHEESECAKE FACTORY INCORPORATED  
Form 8-K  
March 17, 2004

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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):  
March 17, 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)

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ITEM 5. OTHER EVENTS

On March 17, 2004, The Cheesecake Factory Incorporated issued a press release entitled "The Cheesecake Factory Announces Management Update." A copy of the press release is attached as Exhibit 99.1.

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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: March 17, 2004 THE CHEESECAKE FACTORY INCORPORATED

By: /s/ MICHAEL J. DIXON

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Michael J. Dixon  
Senior Vice President and Chief Financial Officer

EXHIBIT INDEX

Exhibit	Description
----- 99.1	----- Press Release dated March 17, 2004 entitled "The Cheesecake Factory Announces Management Update."