CHEESECAKE FACTORY INC Form 8-K February 27, 2017

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):

February 27, 2017

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

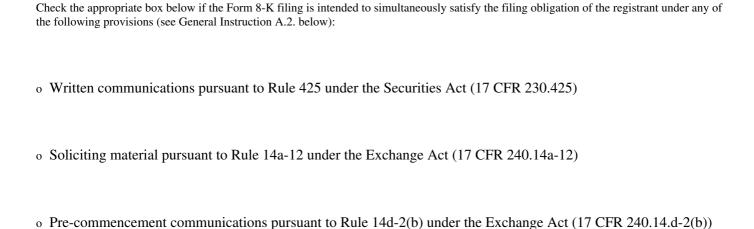
(Address of principal executive offices) (Zip Code)

Registrant s telephone number, including area code:

(818) 871-3000

Not Applicable

(Former name or former address, if changed since last report)



| ITEM 8.01 | OTHER | E | /EN | TS. |
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On February 27, 2017, The Cheesecake Factory Incorporated (the Company) posted an Investor Presentation on the Company s Investor Relations website at *investors.thecheesecakefactory.com*. A copy of the presentation is attached hereto as Exhibit 99.1 and is incorporated by reference herein.

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS.

- (d) Exhibits
- 99.1 The Cheesecake Factory Investor Presentation dated February 2017.

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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: February 27, 2017 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

| Exhibit | Description |
|---------|---|
| 99.1 | The Cheesecake Factory Investor Presentation dated February 2017. |

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