

A Taste of the Cake™

Volume Twenty-Two

Fall 2007

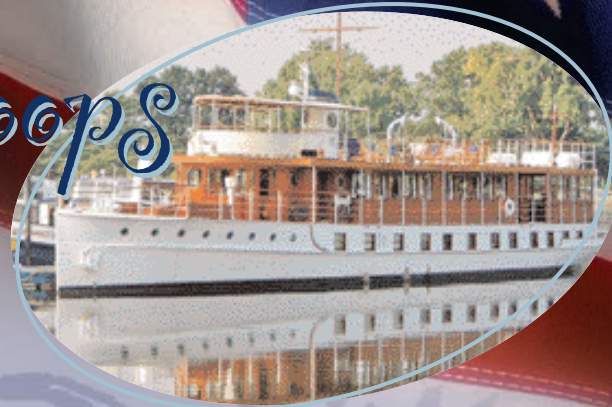
Taking Care Of Our Troops

By Dave Hurley-ADO

The Cheesecake Factory had the pleasure of assisting our troops at an incredible event July 26 in our nation's capital. The Cheesecake Factory assisted event organizers with allowing 55 badly wounded soldiers from Walter Reed Army Medical Center the chance to enjoy a pleasant and relaxing day on the Potomac River. We provided the soldiers with a delicious Cheesecake Factory lunch while they cruised the river aboard the USS Sequoia Presidential Yacht, a national historic landmark.

The Cheesecake Factory in Arlington took the lead, with GM **Ken Perrault** and EKM **Rick Osorio** organizing the food preparation. Our guests of honor dined on Chicken Madeira, Roadside Sliders, Taquitos and Cheesecake. We wanted to make sure our troops felt special and appreciated for their service to our country. Our team won the praise of both organizers and the troops.

Rick and Ken were amazing in their level of dedication; both worked nonstop on their day off to ensure a perfect presentation. They and their staffs are a perfect example of our Commitment No. 9, "Represent Your Company," which urges us all to become "ambassadors of The Cheesecake Factory" in everything you do and say. Thank you, Arlington, for your extra efforts!



“Represent Your Company” and “Support Your Team” are important values at The Cheesecake Factory. Our spirit of giving can be seen in many stories throughout this issue of A Taste of the Cake; however, these stories represent just a handful of examples of how our restaurant and corporate teams reach out to their local communities, national charities and fellow staff members in need.”

— David Overton

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(L to R): Arlington staff members Mike Poteet-Line Cook, Rick Osorio-EKM, Drew Darnielle-Manager, Alicia Griggs-Server, Andy Franklin-AEKM and Servers Tony Diméglio, Karen Velasquez and Maria Scott

Iron Chef Cheesecake

By Chef Bob Okura-Vice President
of Culinary Development

Have you ever eaten chayote? Ever cooked it? Do you even know what it is? Most of our AKOMs had never seen it before they arrived at the AKOM excursion, held earlier this year at the Occidental Royal Hideaway hotel in Playa Del Carmen, Mexico. They quickly discovered that chayote was the secret ingredient in this year's Cheesecake Factory Iron Chef Cooking Competition, which provides a way for our AKOMs to express themselves in a creative manner.

The one-hour competition began after randomly assigned teams were given the task of creating two dishes highlighting the secret ingredient. The main purpose of the contest was to provide the culinary platform for a rare educational experience—to learn the details of a culture and its cuisine in a way that could only be done by being in that part of the world. But most importantly, the event's fierce, healthy level of competition helped to promote bonding and a sense of unity in "Achieving Excellence."

Awards were presented to nine AKOMs for their outstanding performances June 21 during the ADO/AKOM meeting. The 2007 Iron Chef award winner was Team K'aan: **Scott Weaver, Dave Garbowski, Greg Timmons** and **Chris Scarboro**. The 2007 Chef's Choice Best of Show award went to Team Ya'ax: **Steven Jesse Leon, Craig Jones** and **Jonathan Leibel**.

It was an amazing event, and the foods that were prepared were extraordinary. Executive Chef Nacho Grande (yes, that's his real name) at the Occidental hotel was very impressed. He said that he could hardly believe what our guys cooked up—"very authentic flavors."

By the way, chayote is a tropical American plant belonging to the gourd family. It has large, triangular leaves that form a canopy over the green or white, furrowed, usually pear-shaped, edible fruit.



(L to R): AKOMs Mike Turner, Greg Timmons and Craig Jones cook up fun times and great food at the 2007 Iron Chef Cooking Competition.

A Lasting Impression

By Jennifer Bispo-Vice President, Staff Relations

Wodka rocks with a splash of water and an enchilada ranchero. Tequila martini on the rocks with a twist and a No. 2. To anyone else these are just drinks and food, but to me it was a standard order and it belonged to Marlene and Vivian, two of my regulars when I worked at a Mexican restaurant in Brea, Calif., in 1980. They made a lasting impression on me with their warmth, friendship and smiles. I can only hope I did the same for them. When it's all said and done, we're in the business of creating memories. That's what so many of you do—and you do it so well. And sometimes we make memories for others we could have never imagined.

On May 1, 2001, guest Sherry F. brought her aged and critically ill mother to the Sherman Oaks Cheesecake Factory for dinner. Sherry didn't know it then, but this would be her mother's last dinner out. Her mother ordered a giant plate of ribs and was delighted at every aspect of the restaurant's ambiance, service, quality, food—and especially the people. The front desk who greeted them warmly, the young man who served them graciously and with humor, the runner who sat the plates down before them with a smile—they all contributed to a family memory that Sherry cherishes to this day.

Six years after her mother's passing, Sherry sat down to write us a letter about her family's memorable experience at our Sherman Oaks restaurant. Even now, Sherry wants us to know what a wonderful time they had, and she shared these thoughts in her letter:

“My mother was so amazed at the kindness of the staff and especially the waiter, who was both funny and friendly, exactly what we needed. Please let your staff everywhere know that I understand it is not always easing serving people, but this was a blessing for my mother, who went through the Depression, World War II and had a son who fought in the Vietnam War. I still can see my mom's face looking at the beautiful paintings and columns...she thought this was the most beautiful place she had ever seen. My family and I have always been treated well at every Cheesecake restaurant we go to. Thank you for your kindness and great food.”

I want to thank each of you who make lasting impressions on our guests every day. You never know how or when your kind words, warm smile and caring can impact someone's life and create that special lifelong memory. And Marlene and Vivian, if you're still out there, save some chips and salsa for me!



The Sherman Oaks staff continually strives to make a great impression on their guests.

SAY HELLO
TO...

Meet Our Newest Executives

By Lauren Godfrey-Projects & Communication Specialist

Russ Bendel

Restaurant industry veteran Russell W. Bendel joined the Cheesecake family Sept. 3 as president and chief operating officer of The Cheesecake Factory Restaurants, Inc. Russ will be responsible for leading all aspects of the day-to-day operations of our Cheesecake Factory restaurants. He has spent his entire career in senior operational and management roles in the industry, most recently serving as president and CEO of Mimi's Cafe. He's also served as head of operations and joint venture partner in the Outback Steakhouse franchise group in California, president of Roy's restaurants, COO of the Panda Restaurant Group, Inc. and COO of El Torito Restaurants.



Russ and his wife, Judy moved to California from suburban Philadelphia in 1991. They have two grown children—a daughter 27, lives in Brentwood, and their 25-year-old son is a manager with Fleming's Prime Steakhouse. Russ and Judy enjoy traveling now that they are empty-nesters. Russ is a big sports fan, mostly rooting for the Philly teams. He also enjoys collecting and tasting wine and loves to cook, entertain and hang-out with friends and family.

"We are very excited to have Russ joining us," says CEO David Overton. "We conducted a comprehensive search for an individual with a proven track record of success in operating a multi-unit concept. Russ has spent more than 30 years in the restaurant industry, and we are looking forward to leveraging his skills in taking our already exceptional restaurant operations to an even higher level, while continuing to deliver an unparalleled guest experience. Our entire management and operations team extends a warm welcome to Russ."

Jim Rasmussen

We are delighted to welcome Jim Rasmussen as our CIO and senior vice president of IT. Jim is an enthusiastic IT executive who has had a distinguished career with many top organizations. Most recently, he was the CIO of Boston Market, and prior to that, he held a series of positions of increasing responsibility at McDonald's in Chicago.

Jim holds a bachelor's in management information systems from The University of Iowa. He and his wife, Angie, have relocated from the Denver area to Simi Valley, Calif., and Jim is looking forward to finding some time to golf, ski and enjoy the Southern California sunshine.

"I am proud and honored to be a member of The Cheesecake Factory family," Jim says. "I am really excited to be working with such a talented IT team and collaborating with the business to leverage our strong technology foundation to innovatively and strategically address business opportunities that will continue to propel this company forward. Our bright future prospects coupled with the passion of our IT team, will only serve to amplify the heritage of this terrific company."



Dina Barmasse

Please join us in welcoming Dina Barmasse to the Human Resources department as vice president of talent. Dina is an experienced HR executive with extensive expertise in recruiting, staffing, organizational development, change management and employee relations. She joins us from Thomson Multi Media/ Technicolor, where she was the corporate human resources vice president.

Dina earned her bachelor's in industrial psychology from Cal State Northridge and her master's in organization development from Pepperdine University. She enjoys running and spending time with her family and friends, including her fiancé, Curt, and her three children: James, 17; Kelli, 15; and Jack, 11. She stays very busy coaching her daughter's softball team, as well as watching her boys' games.

"I'm so excited about joining The Cheesecake Factory," Dina says. "Most companies today talk about the 'war on talent,' but few actively engage the entire team in efforts to address it. Joining the Talent department here, I see a genuine partnership not only with HR, but also with the entire leadership team to make sure we attract, select, motivate and develop the very best people who will make us successful."



Going For The Goal

Fifteen years ago, while most of our staff members were chowing down on Thanksgiving turkey and mashed potatoes, a group of kitchen staff members from Southern California headed outside to play soccer. Today, that Thanksgiving tradition continues, but earlier this year, several AKOMs from across the country decided to take it a step further and gather their restaurants to compete in spirited soccer tournaments that definitely brought new meaning to "Support Your Team!"

Here's a wrap-up of the fun, narrated by our official play-by-play announcers: AKOMs Dave "Garbo" Garbowski, Scott "Dream" Weaver and Michael "Mayo" Harrington:

Play began in the Southern California region, with teams from Brea, Riverside, Rancho Mirage, Santa Anita and Mission

Viejo. After several exciting games, the tournament culminated with a championship showdown between the heavily favored Mission Viejo Diablos and the underdog Marauders from Rancho Mirage.

With the score 0-0 at the break, the Diablos started to wear down the Marauders with their speed and agility, as Salad Cook **Elias "Honduras" Garcia** poured in two straight goals to give the Diablos the lead. The final score: Diablos 4, Marauders 0. Congratulations to Mission Viejo on capturing the first bi-annual Southern California Regional Soccer Championship! Congratulations also to the Diablos' coach, EKM **David Vazquez** and to **Elias Garcia**, who took home the Most Valuable Player award.

Meanwhile, out at Balboa Park in Woodland Hills, more than 100 soccer players, friends, family and staff from all over the Los Angeles area came out to enjoy a day of competition

and fun at the Los Angeles tournament. Four fields were packed with players, and sidelines were crowded with family members calling fouls.

The day featured several fun matches with the Thousand Oaks Apocoliptos defeating the Tlacuaches from Beverly Hills (who sported very classy uniforms—white with red and gold accents) 3-0. The Pasadena Pajaros topped Santa Anita 2-0, Sherman Oaks won a tight contest in penalty kicks over The Grove's Hurachudos 4-2, and the Marina del Rey Mariners defeated the Woodland Hills Oaxacos 4-1. After the three match championship tournament May 15, Thousand Oaks emerged victorious against Marina del Rey.

On the other side of the country, the two Milwaukee-area Cheesecake Factory restaurants, Bayshore and Wauwatosa, came together in June to celebrate the hard work and dedication of their phenomenal dish teams with a



Southern Cal soccer championship contenders: winners—the Mission Viejo Diablos (orange) and the Rancho Mirage Marauders (blue)



The proud Thousand Oaks "Los Apocoliptos"



Chicago area soccer champions from Wauwatosa lead by EKM David Brantner



Scoring A

Hole-In-One

challenging soccer match. Wauwatosa won the well-played and heated game 7-1, but a rematch is anticipated in the near future.

In July, four other restaurants from Mayo's Chicago region also participated in a tournament. Coached by their EKMs, Old Orchard beat Lincolnshire 5-3, and Schaumburg overpowered Oakbrook 12-7. The teams are currently in training for the upcoming championship. All of the players wish to thank the cooks who covered the dish room for them so they could enjoy a day of sportsmanship, teamwork and soccer excitement.

We now are preparing for an All-Star Championship Tournament in Garbo's and Dream's regions called the "Copa de Queso" to be held Oct. 15. Two members from each restaurant in each region will combine to form an All-Star team. Stay tuned for details in the next issue of the newsletter!

By Sherry O'Neill-Charitable and Corporate Events Manager

Ernie Wilson-Senior Manager II at the Durham Cheesecake Factory supports his team by being industrious and community-focused. He's also an avid golfer. So last year, when Ernie read about The Oscar & Evelyn Overton Charitable Foundation's annual charity golf tournament in A Taste of the Cake, he decided to create a similar event in Durham, N.C.

Thanks to Ernie's efforts, the first "Southeast Regional Cheesecake Classic Charitable Golf Tournament" will take place Oct. 29 in Durham, with proceeds benefiting the local Boys & Girls Clubs of America. For only \$125, you can "Represent Your Company," support a worthy cause and enjoy a day out on the course with some other Cheesecake "duffers." If you are interested in being one of our "Secret Ingredients" and would like to participate, contact Ernie at the Durham restaurant for registration information.

Meanwhile, on June 25, company vendors and executive staff enjoyed a beautiful day of golfing and fund-raising events in Westlake Village, Calif., at the Foundation's 5th Annual Invitational Charity Golf Tournament. The tournament raised \$268,000 for The City of Hope Cancer Research and Treatment Center, bringing the Foundation to its original goal of raising \$1 million over a six-year period. Proceeds for the evening's auction totaled an additional \$102,000, which will benefit other Foundation programs.



Los Angeles area champions



VP of Kitchen Operations Support Kix Nystrom, putts for charity along with golf foursome team members-vendors Gary Hartigan of Sara Lee Coffee & Tea and Kim Bucher of Chef Duds.



Chicago GM

Gets Creamed

By Tim Weems-GM

Two years ago, as GM of the Schaumburg, Ill., Cheesecake Factory, our restaurant was known for great food, service and a warm staff. However, our CTS scores were inconsistent, averaging about 88 percent.

Determined to improve our scores, I created the “CTS Pie Challenge.” I told my team that if we brought our scores above 95 percent for 2005, I would let the staff “pie” me. By the middle of the year, our scores soared to within the Top 10 in the Company!

True to my word, on a Sunday night after we closed, we ordered pizza and went into the parking lot, where the staff threw 15 cream pies at me. Then, after several months with a 93 percent average, we dipped to 87 percent in early 2006. I presented the challenge again. This time, 50 staff members happily tossed 25 pies at me and Senior Manager Ben Pratola after our scores hit 98.3 percent—the second highest in the Company! For the past 18 months, Schaumburg has averaged 93.2 percent—and has consistently been in the Top 25 each quarter.

I have since moved to the Chicago Cheesecake Factory, and I’m looking forward to the first month my new team earns a 95 percent CTS score. That will be the day I get “creamed” on Michigan Avenue!



Former Schaumburg GM Tim Weems (now GM in Chicago) happily gets “creamed” by his staff in celebration of their improved CTS scores

Softball Sluggers

By Ed Eynon-Senior Vice President, Human Resources

In the true spirit of team-building and, as HR would say, “relationship-extension,” the ADOs, AKOMs and AFTMs challenged an Executive Operations/Corporate Team to a spirited game of softball this past summer. Held in June in Oak Park, Calif., near the corporate offices, the Executive team won a close, fiercely competitive game by a score of 12-11.

Not to be outdone, the ADO/AKOM team then challenged the Executive Ops team to a grudge match in August. The ADOs/AKOMs were winning 20-7 when the Corporate team staged a miraculous comeback by scoring 13 runs in the last inning. The game ended in a tie when the field lights began turning off. According to Senior Vice President of Human Resources Ed Eynon, both teams experienced “outstanding play, sore muscles, but no sore feelings or major injuries.” Congratulations to both teams!



Team players on and off the field!

Stepping Out For A Cause



By Linda Bruschi-GM and Shannon Venturo-ADO

This past spring, staff members at our Henderson and Perimeter Cheesecake Factory restaurants laced up their running and walking shoes to support two very important causes.

First, on April 28, Perimeter staffers stepped out for the Greater Atlanta Walk4Hearing in Alpharetta, Ga. **Darrol Blackshire**-Senior KM II, **Karen Jackson**-KM and **Ron Lynch**-KM from the kitchen and Managers **Dawn Saco** and **Will Van Staden** from the FOH helped raise donations for the Hearing Loss Association of America. In addition, Sr. Manager **Bill Gisclair**, **Fred St. John**-KM and **Shannon Venturo**-ADO helped serve the Four-Cheese Pasta that the restaurant donated, and all the managers helped out after the event by serving in the hospitality tent.

Our team, The Cake Walkers, raised more money than any other team, collecting more than \$1,000—enough to buy at least three hearing aids for those in need. These team members truly “Represented Their Company” and contributed to their community. After the event, one of the attendees, Kelly Hilliard, was so impressed by our management team that she applied for a position as a server and is now a part of our team at the Perimeter Mall!

A week later, on the other side of the country, the crew from the Henderson Cheesecake Factory banded together to support one of their own, **Trinity Page**. Trinity, one of our original servers at the restaurant, was diagnosed with breast cancer last year at the age of 31 and took time off to undergo treatment.

Now in remission, Trinity, who was a high school art teacher, is pursuing her passion for art. GM Linda Bruschi and the Henderson team were amazed at Trinity's artwork and encouraged her to move ahead with her artistic endeavors. Ironically, we needed a new painter for the restaurant, and Trinity was the first name that came to mind. She soon started her own company, “Trinity Page,” and is painting all our restaurants in the Southwest region.

Because Trinity has such dynamic energy and a passion for everything she does, 23 of our staff members showed up at 7 a.m. on May 5 to support her and breast cancer research at the 12th Annual Komen Southern Nevada Race for the Cure®. Together, we donated \$460 to help find a cure for breast cancer.



(L to R): Karen Jackson, Darrol Blackshire, Shannon Venturo, Kelly Hilliard, Ron Lynch, Dawn Saco and Will Van Staden



The Henderson Team



FUN FACT

The Cheesecake Factory sold 1,021,998 orders of Fettuccine with Chicken and Sun-Dried Tomatoes (lunch and regular size combined) in the last 12 months. If all the fettuccine pasta from these orders were laid out end-to-end, they would stretch from Los Angeles to Nairobi, Kenya—approximately 9636 miles!



THE CUSTOMER'S ALWAYS WRITE

Life Savers

By Lauren Godfrey-Projects & Communication Specialist

Cleveland lifesavers and guests



Would you know what to do if a guest began choking or went into a diabetic shock? Fortunately, our staff members in Columbia, Md., and Cleveland, Ohio, knew exactly what to do when recently faced with these life-or-death situations. Two extremely grateful guests were anxious to share their experiences and thank these staff members for saving their lives.

Laurie S., a guest from Syosset, N.Y., was attending her son's wedding in Maryland in July when her family met for dinner at the Columbia Cheesecake Factory the night before the ceremony. Laurie's elderly mother began choking on her food and soon was unable to talk and had difficulty breathing. With Laurie yelling for help, Server **Christina Lanzaro** ran to get Server **Matt Babcock**, who immediately administered the Heimlich maneuver and dislodged the food after several tries.

"Matt was amazing," Laurie writes. "He would not accept any money from us, and said he was happy he was there to help us. Matt is a real hero! I am thankful that you have such well-trained wait staff, and I am forever grateful to Christina and especially to Matt."

When Jackie D. went to enjoy her first dining experience at our Cleveland Cheesecake Factory in July with her friend, she was unaware of her friend's severe diabetic reactions until she saw her break into a sweat and become unresponsive. Server **Amber Nowakowski** and GM **Dave Sharpe** came to offer help, while Manager **Kim Kolens** called 911. But it was Server **Michelle Trager** who knew exactly what to do. As it turns out, Michelle is a registered nurse! Although the usual remedy for treating diabetic shock is to offer the person a sugary beverage such as orange juice, Michelle knew not to do so as she was afraid the woman would choke.

After making sure that Jackie was okay to drive home after her friend had been taken care of by paramedics, the helpful staff members packaged up her lunch to-go. "Everyone was so wonderful. I cannot praise them enough," Jackie writes. "You are so fortunate to have such loving, caring, helpful and considerate people in your employ. Incidentally, the food was delicious! I am certainly going to make a return visit to this particular location!"



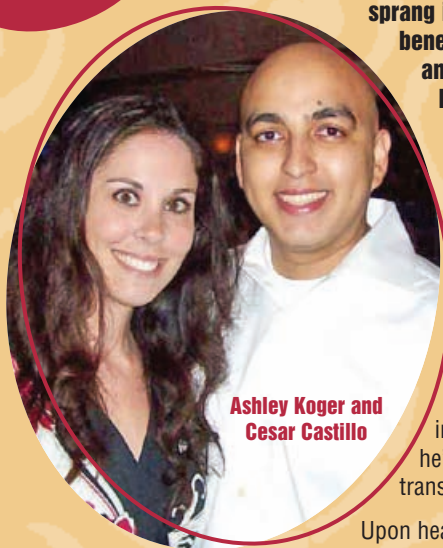
Quick-thinking Columbia Server Christina Lanzaro (left) sought the assistance of hero and fellow server Matt Babcock (right).

Thanks to our heroes for "Going Above and Beyond" and for taking such great care of our guests!

Party For A Cause

By Addie Arboleda-Special Events Coordinator, Redondo Beach

When Server **Cesar Alexander Castillo** was diagnosed with cancer for the second time in two years, his fellow team members at The Cheesecake Factory in Redondo Beach, Calif., sprang into action. The team organized a special benefit party for Cesar, raising a considerable amount of financial support to help him with his cancer treatments and medical bills.



Ashley Koger and Cesar Castillo

Cesar, who was awarded the Linda Candioty Team Member of the Month award in 2005, was hired at our Houston location in 1998 and came to Redondo Beach in 2002. But in May 2006, at age 28, Cesar was diagnosed with non-Hodgkin's lymphoma. After seven months of intense chemotherapy, he was able to return to his position as a DT server, but tests soon revealed that the cancer had metastasized. An avid surfer, Cesar had to shave his head and endure intense chemotherapy involving a number of long hospital stays. Later this year, he'll undergo an autologous bone marrow (stem cell) transplant, as well as heavy doses of chemo and radiation.

Upon hearing Cesar's news, Servers **Mark Fasono**, **Ashley Koger** and **Mike McNeil** came up with the idea of throwing a benefit party. GM **Matt Daniels** spearheaded the company's involvement by donating the banquet rooms and buffet as a gift from the restaurant. Special Events Coordinators **Addie Arboleda**, **Jackie Douglas** and **Teryl O'Conner** designed and planned an evening of fund-raising and entertainment and convinced local businesses to donate raffle prizes. Gifts and help began pouring in, with veteran team member DT **Mike McNeil** volunteering his services as DJ and host.

More than 250 family members, staff members and business associates showed up to honor Cesar and support this fun endeavor. It was a beautiful night with tasty grilled fajitas and a dance floor that was packed the entire evening. The raffle was the biggest attraction, consisting of more than 60 different prizes, ranging from gift cards and expensive dinners to the grand prize of a weekend stay at a beautiful beach hotel.

We wish Cesar a safe and speedy recovery and hope that by this time next year, he will be back catching waves and serving guests. If you wish to make a donation or send words of encouragement, you may contact Cesar by e-mail at echoboom@flash.net.

Three's A Charm In Sacramento

By Kerry Kaya-GM

The Cheesecake Factory in Sacramento celebrated its three-year anniversary in style June 15 with a black-tie dinner that honored its 44 original staff members. The fun-filled event featured a Monte Carlo theme, and the staff competed for lots of great prizes, including a digital camera, iPod, portable DVD player and the grand prize, a Sony PSP PlayStation®.

What made this recognition even more special is that the entire kitchen management team, including EKM **Francisco Mirazo**, are all original opening staff members! **Juan Echeverria**-EKM and **Cesar Valor**-KM began their Cheesecake careers as pasta cooks, EKM **Jorge Coronado** and KMIT **Vang Ngaepmhome** started as sauté cooks, KM **Phillip Turner** was a broil cook, KM **Francisco Lopez** began as a dishwasher, and EKM **Juan Echevarria** started as a pasta cook.

Happy Anniversary to Team Sacramento—and here's to many more years of staying together and moving ahead!



All dressed up to celebrate Sacramento's third anniversary from left to right are KM Cesar Valora, EKM Paco Mirazo, GM Kerry Kaya, KM Francisco Lopez, KMIT Vang Ngaepmhome, EKM Jorge Coronado and KM Phillip Turner.

Finding Balance

By Talitha Parsons and Rebecca Soto-Benefits Technicians

Do you often find it difficult to balance work, life and family? Let us help you take charge of your health and well-being! If you are actively enrolled in a health plan, you have access to a confidential, and in most cases, no-cost Employee Assistance Program (EAP).

The EAP offers a full range of expert services to help you and your family with a variety of personal and work-related needs such as stress management and helping you in finding resources for legal assistance, financial planning and childcare.

This assistance and more is available anytime by calling (800) 788-5614 or by creating an account at www.liveandworkwell.com. Simply use The Cheesecake Factory access code: 703587.

For questions on this topic and any other benefit-related concern or issue, please contact The Cheesecake Factory and Grand Lux Cafe Benefits department by e-mail at benefits@thecheesecakefactory.com or by phone at (818) 871-3075.



Your health matters to us! The Benefits team is at your service—
seated (L-R): Sr. Benefits Manager Fran Schwartz, Sr. Benefits Analyst Howard Shure and Benefits Technician Talitha Parsons; standing (L-R): Benefits Administrator Luiza Maldjian, Benefits Technician Rebecca Soto and Benefits Technician Kelly Imes.

Survey Says...

By Lauren Godfrey-Managing Editor,
A Taste of the Cake

On behalf of myself and my fellow *Taste of the Cake* editors, Executive Editor **Jennifer Bispo** and Editor-in-Chief **David Overton**, I'd like to thank everyone who took the time to respond to our newsletter survey! Your feedback was incredibly valuable, thought-provoking, challenging and inspiring. You supported some of our current beliefs regarding our methods and philosophies, while also giving us alternative directions to contemplate and new ideas to eagerly explore.

Here are some key findings from the survey:

- 52 percent of respondents said they share the newsletter with their family and friends.
- 49 percent would like to see the newsletter printed in Spanish.
- More than 77 percent like reading about people/staff member profiles, and close to 70 percent enjoy articles about awards and recognition, our products/menu items and restaurant profiles and events.
- 53 percent would like to see the newsletter published more frequently.
- Grand Lux staff, we hear you! Stay tuned for news from GLC in the winter issue!

We'd also like to congratulate the winners of our drawing. Nashville Manager **John Turner** won a \$50 Barnes & Noble gift card, Dadeland Lead Trainer **Dino Pullido** took home a Cheesecake Factory hoodie sweatshirt and Corporate Center Receptionist **Marisol Flores** won a Harrington "Chef" Bear. Congratulations and thanks again for supporting your newsletter!

Cake Comments

Mail your comments and articles to:
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Lemoncello Cream Torte



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