



**THE CHEESECAKE FACTORY CELEBRATES NATIONAL CHEESECAKE DAY ON
JULY 30 WITH ANY SLICE, HALF PRICE FOR ALL DINE-IN GUESTS AND A
DECADENT NEW FLAVOR**

New Brownie Crunch Choc-a-Lot Cheesecake Debuts on National Cheesecake Day

CALABASAS HILLS, Calif., June 26, 2026 – [The Cheesecake Factory](https://www.thecheesecakefactory.com)® is celebrating its favorite holiday – National Cheesecake Day – by offering all dine-in guests any slice of its more than 30 legendary flavors of cheesecake for half price on Thursday, July 30*. The Cheesecake Factory will also introduce its newest flavor on National Cheesecake Day: [**Brownie Crunch Choc-a-Lot Cheesecake**](#) – creamy milk and white chocolate marbled cheesecake on a rich, crunchie toffee brownie.

For every slice of Brownie Crunch Choc-a-Lot Cheesecake sold through July 29, 2027, The Cheesecake Factory will donate 25 cents to Feeding America®, the largest hunger-relief organization in the United States, dedicated to fighting hunger through a network of food banks**.

The Cheesecake Factory has donated more than \$7 million to Feeding America since 2008 through the sale of its specially designated cheesecakes.

“The Cheesecake Factory is very pleased to commemorate National Cheesecake Day with the introduction of our Brownie Crunch Choc-a-Lot Cheesecake. Every year, our Bakery team works to create a very special cheesecake for National Cheesecake Day, and I think they’ve outdone themselves with this year’s flavor,” said David Overton, Founder and CEO of The Cheesecake Factory Incorporated. “We are also pleased to mark the occasion by offering any slice, half price to our dine-in guests on July 30.”

*Offer valid July 30, 2026 for dine-in only. One slice of cheesecake per dine-in guest. Must be present. Offer valid at restaurants in the U.S.A.

**Donations made on slices sold at all The Cheesecake Factory restaurants in the U.S.A.

For more information about The Cheesecake Factory, please visit

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About The Cheesecake Factory Incorporated

The Cheesecake Factory is a leader in experiential dining. We are culinary forward and relentlessly focused on hospitality. Delicious, memorable experiences created by passionate

people – this defines who we are and where we are going. We currently own and operate 373 restaurants throughout the United States and Canada under brands including The Cheesecake Factory®, North Italia®, Flower Child® and a collection of other FRC brands. Internationally, 36 The Cheesecake Factory® restaurants operate under licensing agreements. Our bakery division operates two facilities that produce quality cheesecakes and other baked products for our restaurants, international licensees and third-party bakery customers. In 2026, we were named to the FORTUNE Magazine "100 Best Companies to Work For®" list for the thirteenth consecutive year. To learn more, visit www.thecheesecakefactory.com, www.northitalia.com, www.iamflowerchild.com and www.foxrc.com.

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