



*** MEDIA ALERT ***

THE CHEESECAKE FACTORY CELEBRATES NATIONAL CHEESECAKE DAY JULY 30 WITH ANY SLICE, HALF PRICE FOR ALL DINE-IN GUESTS

Much-Anticipated Brownie Crunch Choc-a-Lot Cheesecake Debuts on National Cheesecake Day

What On Thursday, July 30, [The Cheesecake Factory](#)® (NASDAQ: CAKE) is celebrating its favorite holiday – National Cheesecake Day – by offering any slice of its [more than 30 legendary flavors of cheesecake](#) for half price to all dine-in guests*, and introducing its newest flavor: [Brownie Crunch Choc-a-Lot Cheesecake](#).

The Brownie Crunch Choc-a-Lot Cheesecake is 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**.

When Thursday, July 30, 2026
During regular business hours

Where All of The Cheesecake Factory restaurants in the U.S.A. (dine-in only)

Visuals

- Busy dining rooms with guests celebrating National Cheesecake Day
- More than 30 varieties of world-famous cheesecake including the new Brownie Crunch Choc-a-Lot Cheesecake
- The Cheesecake Factory managers available to discuss cheesecake flavors and general excitement about National Cheesecake Day

For more information, please visit <https://www.thecheesecakefactory.com/whats-new>

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* 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. Subject to availability.

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

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 375 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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