



**THE CHEESECAKE FACTORY MAKES HOLIDAY SHOPPING SWEETER WITH
SPECIAL GIFT CARD OFFER**

*Holiday Gift Card Offer Available Online Beginning November 13 and in Restaurants Beginning
Black Friday, November 28*

CALABASAS HILLS, Calif., November 13, 2025 – [The Cheesecake Factory®](#) (NASDAQ: CAKE), known for its extensive menu, generous portions and legendary desserts, is kicking off the holiday season early with a sweet gift card offer available online beginning today, Thursday, November 13 through the end of the year: For every \$50 worth of gift cards [purchased online](#), guests will receive a \$15 bonus card redeemable from January 1 through February 28, 2026.* This same offer will also be available at all of The Cheesecake Factory restaurants nationwide beginning Black Friday, November 28, through the end of the year.*

With more than 250 menu selections – freshly prepared and from scratch – including the recently introduced [Bites](#) and [Bowls](#) – and more than 30 legendary cheesecakes, The Cheesecake Factory gift cards and bonus cards are the perfect gift to give to anyone on your holiday list – or to keep for yourself. Use them when dining in or ordering online for pickup or curbside to-go from <https://www.thecheesecakefactory.com>.

"We are pleased to announce the return of our annual holiday gift card offer," said David Overton, Founder, and CEO of The Cheesecake Factory Incorporated. "With such an extensive menu, we are known for offering 'something for everyone' and we hope this special offer will allow our guests to use the \$15 bonus card to enjoy whatever they're in the mood for."

For more information about The Cheesecake Factory, please visit www.TheCheesecakeFactory.com
Like us on Facebook at www.facebook.com/TheCheesecakeFactory
Follow us on X at www.x.com/cheesecake
Follow us on Instagram at www.instagram.com/cheesecakefactory
Follow us on TikTok at www.tiktok.com/@thecheesecakefactory

***Terms and Conditions:**

- Subject to availability, purchaser will receive one \$15.00 Bonus Card for every \$50.00 worth of The Cheesecake Factory gift cards purchased online in a single transaction from 11/13/2025 through 12/31/2025 at <https://www.thecheesecakefactory.com/gift-cards>, or purchased from any The Cheesecake Factory restaurant located in the United States, including the Commonwealth of Puerto Rico, in a single transaction from 11/28/2025 through 12/31/2025. Bonus Cards may be used beginning 01/01/2026 and expire 02/28/2026 (end of business day). Promotion may be terminated at any time. Bonus Cards may not be used in conjunction with any other discount or offer. Full terms and conditions, including

additional restrictions on the use of Bonus Cards, are available at
<https://www.thecheesecakefactory.com/gift-card-offer>.

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 368 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, 35 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 2025, we were named to the FORTUNE Magazine "100 Best Companies to Work For®" list for the twelfth consecutive year. To learn more, visit www.thecheesecakefactory.com, www.northitalia.com, www.iamflowerchild.com and www.foxrc.com.

From Fortune. ©2025 Fortune Media IP Limited. All rights reserved. Used under license. Fortune® and Fortune 100 Best Companies to Work For® are registered trademarks of Fortune Media IP Limited and are used under license. Fortune and Fortune Media IP Limited are not affiliated with, and do not endorse products or services of, The Cheesecake Factory Incorporated.

###

MEDIA CONTACT

Berk Communications

Brooke Levine / Alexandra Seibt

732-735-5982 / 440-413-6606

cheesecake@berkcommunications.com