

The  
Cheesecake Factory<sup>®</sup>  
Insider's  
Table





Welcome to the Insider's Table! Have a seat.

### The Goods

Your special Insider's Table Welcome Kit contains special instructions to activate your membership, including:

### Insider ID Card

Each time you go to The Cheesecake Factory in your area, don't forget to show the Front Desk your Insider ID Card. We want to make sure our staff members know you and give you the best possible experience.

### Tasting Certificates

Over the next three months, we will treat you to special tastes of our menu – one per month. From our legendary cheesecake to signature menu items, we plan to broaden your



Insider's Table *Tasting Certificate*

With our compliments, enjoy a slice of our  
**"Off the Menu" Cheesecakes**  
during the month of January.

*January*

The  
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*Did You Know?*

The Cheesecake Factory dessert menu doesn't feature all of our cheesecake flavors. That's right, in addition to the 30+ cheesecakes listed on the menu, there are actually more flavors available! In fact, we often feature several "off the menu" cheesecakes. Be sure to ask your server about the "off the menu" cheesecakes, as they are typically our newest additions and ones you won't want to miss. This Tasting Certificate entitles you to a slice of one of these "off the menu" cheesecakes. We can't wait to hear what you think about them!

Please present this certificate with your Insider's ID card at time of order to enjoy this exclusive offer. No additional purchase is necessary, but we do encourage you to share this item with others. Limit one certificate per Insider per month. This certificate is only good for "off the menu" cheesecake flavors. Not valid on prior purchases and cannot be combined with other coupons or discounts. No cash value. Limited Time Offer - Valid January 1, 2008, to January 31, 2008.

[InsidersTable.com](http://InsidersTable.com)



Insider's Table *Tasting Certificate*

With our compliments, enjoy an order of  
**Napoleon French Toast, or  
Giant Belgium Waffle**  
for Sunday brunch, during the month of March.

*March*

**The Cheesecake Factory**  
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*Did You Know?*

Many consider Sunday Brunch one of The Cheesecake Factory's best kept secrets. Creating our brunch menu wasn't easy. The Cheesecake Factory is known for "Cheesecake-izing" traditional dishes, and Sunday Brunch was no different! We weren't about to serve up a simple stack of pancakes and call it a day. Enter the French Toast Napoleon – three huge slices of brioche bread stacked with strawberries, pecans and Chantilly cream. The only challenge: Finding a name. Cheesecake Factory chefs and founder David Overton debated several options. Finally, they realized the dish was similar to a Napoleon because of its layered combination of sweet brioche, cream and fruit. A new Sunday Brunch tradition was born.

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