



Weekly Produce Newsletter

September 6th 2010

The Cheesecake Factory[®]





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Oscar and Evelyn Overton (circa 1975)

Few people have achieved in their lifetimes what the Overton's accomplished during theirs. With a great deal of courage and determination, Oscar and Evelyn Overton realized their dream - to own a successful business.

Evelyn created her Original Cheesecake recipe that everyone loved. By the late 1940's, she opened a small cheesecake shop in Detroit. In order to raise her two small children, David and Renee, Evelyn chose to put off her dream and gave up the shop. She moved her baking to a kitchen in her basement and continued to supply cakes to several of the best local restaurants. In 1971, with their children grown, Evelyn and Oscar, now in their early 50's, decided to move their cheesecake business to Los Angeles. With the last of their savings, they opened a 700 square foot store, "The Cheesecake Factory".

Finding that Los Angeles loved their cheesecakes as much as Detroit, their reputation and sales grew, creating a need for a larger bakery. 1975 marked the beginning of the most creative and productive period of their business endeavors. With their new and improved bakery, Evelyn created over 20 varieties of her delicious cheesecakes and other fantastic desserts, which were sold to hundreds of wholesale accounts. Oscar purchased delivery trucks, hired drivers, expanded their cheesecake distribution from Santa Barbara to San Diego and developed additional out-of-state customers. Their tireless efforts, commitment to quality and innovative product development laid the foundation for The Cheesecake Factory's future success. In 1978, their son David founded The Cheesecake Factory restaurant in Beverly Hills, California. With little knowledge of how to run a full scale restaurant but lots of intuition into what makes a dining experience great, David set out to offer their guests an experience they wouldn't soon forget - generous portions with unlimited, inventive menu selections all made fresh with quality ingredients and served in a warm and casually comfortable setting. The restaurant was an immediate success! Just over 30 years later with close to 150 locations, the success of The Cheesecake Factory has even surpassed the Overton's' wildest dreams making The Cheesecake Factory a great American success story.

Walk through our front doors and you'll know you're in for something special. With French limestone floors and decorative columns, hand-painted fabrics, contemporary lighting and an abundance of cherry wood, the lavish decor is just the beginning.

The Cheesecake Factory menu boasts more than 200 menu selections made fresh from scratch each day including Appetizers, Pastas, Seafood, Steaks, Salads, Sandwiches, and more. The Cheesecake Factory is famous for our generous portions which are ideal for sharing or taking home for a second meal - but be sure to save room for dessert! Enjoy one of our 50 legendary cheesecakes and desserts like our Godiva® Chocolate Cheesecake, White Chocolate Raspberry Truffle®, and our new 30th Anniversary Chocolate Cake Cheesecake. They're perfectly complemented by our extensive list of specialty coffee drinks and tea.

Many of our restaurants also offer Curbside To-Go and Delivery. And we're pleased to have recently introduced our exciting new Catering Menu allowing you to bring The Cheesecake Factory dining experience to your home, office, or special event.

You Can Have Your Cake... And Send It Too!

A selection of our most popular Cheesecakes, as well as our Gift Cards, can be shipped almost anywhere in the U.S. via Federal Express! Shop Online or call 1-800-330-CAKE - 24 hours, 7 days a week.





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HEALTH MATTERS

Foods That May Lengthen Your Life Eat Your Way to a Longer Life

Eating a variety of healthy foods is the key to a good diet — one that will improve your overall health, help fend off disease, and increase [longevity](#). And while no one single food is a cure-all, researchers have found that some foods in particular do have superior disease-fighting properties that can make you healthier. Regularly incorporate some of these healthy foods into your diet, and the health benefits they deliver may stick with you for a lifetime

Salmon is one of the best sources of [omega-3 fatty acids](#), which have been shown to decrease the risk of abnormal heartbeats, lower triglyceride levels, slow the growth of artery-clogging fat deposits, and reduce blood pressure. There is also evidence that omega-3s could be a "brain food," since they may reduce the risk of dementia and cognitive decline. Most fatty fish are rich in omega-3s, but salmon is a particularly nutritious healthy food choice because it is low in the potentially toxic contaminant, mercury.

Blueberries are another healthy food that can help protect against disease and potentially boost longevity. In addition to vitamins and minerals, blueberries, like many other brightly colored berries, are a terrific source of [antioxidants](#), natural compounds that are thought to decrease inflammation, guard your cells against damage from free radicals, and reduce the risk of certain cancers, heart disease, stroke, and age-related brain diseases such as Alzheimer's and Parkinson's

Yogurt is a great source of [probiotics](#), which are "friendly bacteria" similar to the bacteria that are naturally found in your gut. Probiotics function to support your immune system, protect you against disease, and help your body digest and absorb foods and nutrients. There is emerging evidence that regularly consuming yogurt and other sources of probiotics can help bolster your general wellness, prevent certain cancers, and treat some health conditions including diarrhea, urinary tract infections, and irritable bowel syndrome.

Sweet potatoes are delicious vegetables that pack a powerful nutritional punch. They are good sources of potassium, which can help lower your blood pressure, and are also packed with vitamin A, which is important for your [vision](#), bone health, reproduction, and cell growth and maintenance. This vibrantly colored healthy food also delivers about 3 grams of fiber per 160-calorie potato and, thanks to its natural sweetness, it tastes great on its own — no fattening topping needed.

If your mother told you to eat your spinach when you were a kid, she had good reason. This low-calorie dark leafy green vegetable is a healthy food loaded with many of the vitamins and minerals your body needs. A cup of spinach contains as much bone-building calcium as a cup of milk. [Spinach](#) is a good source of magnesium, a mineral that helps your body's muscular and cardiovascular systems function as they should. It's also loaded with vitamin A and vitamin E, which support the health of your cells.

Tomatoes are one of those healthy foods that become even healthier when you cook them, since cooking releases and concentrates key nutrients. Canned tomatoes, tomato paste, and even ketchup are great sources of [lycopene](#), an antioxidant that has been shown to reduce your risk of prostate cancer and cardiovascular disease. Tomato products also provide potassium, some iron, and vitamins A, C, and E.

It is not often that a healthy food is as indulgent as dark chocolate. But the next time you are nibbling on a piece of this sweet, savor the fact that it delivers antioxidants called flavonoids, which support the [health of your heart](#) and blood vessels. Just don't overdo it since chocolate is high in fat and calories. And remember: the darker the chocolate, the higher level of healthy antioxidants

Oatmeal is one of the best sources of soluble fiber, the type of fiber that can help lower your low-density lipoprotein (LDL) or "bad" cholesterol and [control your blood sugar](#). This reduces your risk of developing heart disease or diabetes. Eating a bowl of this healthy food in the morning can also help you maintain a healthy weight, since soluble fiber helps you feel full longer.