

Chart of the Day

Here's where I would grab a slice of \$CAKE

June 30, 2026

Scott McGregor provides a comprehensive technical breakdown of the positive price structure developing in The Cheesecake Factory (**\$CAKE**). Scott McGregor highlights that the stock exhibits a remarkably resilient primary uptrend, characterized by strict structural adherence to its short-term **8-day exponential period moving average (EMA)** parameter ribbon. While broad index variables have introduced a localized consolidation phase, Scott McGregor observes that every temporary intraday dip down to the rising 8-day EMA has been met with aggressive institutional buy programs. Because the equity remains comfortably situated above all its major underlying moving averages following a powerful extension off its **50-day simple moving average floor**, it has carved out a high-conviction micro-base. To exploit this impending handle uncoiling completely free of emotional bias, a precise horizontal trigger limit is established past explicit historical seller blocks to target an asymmetric breakout run.

Next Steps:

1. Deploy the Cheesecake Factory (\$CAKE) Buy Trigger: Establish a sharp technical price alert directly at the \$80.90 horizontal resistance ceiling to isolate the exact moment institutional block desks begin clearing out overhead supply.
2. Verify the Institutional Volume Skyscraper: Prior to deploying any fresh long capital, demand clear mathematical validation via an expanding, heavier-than-average volume signature on the day of the breakout close.
3. Anchor the Moving Average Risk Floor: Secure your core capital baseline by placing your non-discretionary protective stop parameters right around the short-term 8-day exponential period moving average ribbon to shield the workspace from sudden false breakouts.
4. Execute Systemic Position Escalation Rules: As the price action moves constructively into the green, automatically escalate your trailing stops upward to permanently secure your realized portfolio high watermarks.

Transcript:

[0:00] Hey everyone, good evening. It's Scott
[0:02] at scottrades onx with
[0:04] stockmarketmentor.com
[0:06] and my chart of the day. Want to take a
[0:09] look at the Cheesecake Factory. This is
[0:10] ticker C A K. Now I've mentioned the
[0:13] Cheesecake Factory to our members over
[0:16] at Stock Market Mentor. And this is
[0:19] where I would grab this stock if you're
[0:21] not already in. Right now, we see a nice
[0:24] strong uptrend with the stock respecting
[0:27] the 8day exponential period moving

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[0:29] average. The last couple of days, it's
[0:31] dipped down to the 8day, but those dips
[0:33] have been bought. And yet, the stock
[0:35] remains above all these key moving
[0:37] averages. And so, I certainly like this
[0:38] near-term consolidation after a run off
[0:41] the 50-day moving average. And I would
[0:43] set an alert at around \$80.90
[0:48] and look for a move through and a close
[0:50] above that level coming on volume that
[0:52] could get you into the Cheesecake
[0:54] Factory for a breakout. And so that's
[0:58] just one of many stocks we're looking at
[1:00] tonight over at stockmarketmentor.com.
[1:03] I hope that was helpful. Give me a
[1:04] follow on Twitter if you don't already,
[1:06] Scott. I'll see you next time.