



January 17, 2012

Find Comfort on a Cold Day at Cracker Barrel®

Fresh New Flavors, Authentic Value, and a Shopping Experience Worth Crowing About

LEBANON, Tenn.--(BUSINESS WIRE)-- Winter's remedy is as close as the nearest Cracker Barrel Old Country Store®. Guests can warm up by a cracklin' fire with a hearty helping of classic and brand new comfort foods from January 16 through February 29.

"The combination of sweet potatoes, brown sugar, and cinnamon is traditional and very comforting," said Cracker Barrel Chef Bill Kintzler. "When we put them together in Sweet Potato Pancakes, we flipped over the flavor and hope our guests will flip over them too. So, Sweet Potato Pancakes are on our winter menu and we've even added Sweet Potato Pancake mix to our branded food line available in our retail store, so guests can bring the goodness home."

And guests can bring a little country home with Cracker Barrel's new rooster-inspired home décor, too. From bowls to watering cans, the rooster collection starts spreading cheer throughout the house quietly at sun up. For those who enjoy Cracker Barrel's \$5.99 Weekday Lunch Specials, the Country House Salad with choice of baked potato or soup has a new option. The potato can be topped with broccoli and cheese sauce or loaded with shredded Colby cheese and crumbled bacon, butter, and sour cream for an additional 1.49.

New Breakfast Choices — Served All Day

Fresh blueberries and raspberries in low-fat vanilla yogurt add a refreshing treat to the popular Wholesome Mornin' Sampler. Topped with a honey-oat granola mix and almonds and served with a fresh multi-berry muffin, two fresh Grade A eggs, prepared just the way you like 'em, and a choice of turkey sausage patties, thick-sliced, hickory-smoked bacon, or smoked sausage patties, for 7.19.

New Sweet Potato Pancake Breakfast is a true Southern specialty. Three sweet potato pancakes topped with brown sugar cinnamon butter along with 100% pure natural syrup on the side. Served with two fresh Grade A eggs, plus a choice of thick-sliced hickory smoked bacon, smoked sausage patties, or turkey sausage patties, 7.69. Pancakes only, 6.19.

Lunch and Dinner — Served Daily Starting at 11 a.m.

Fresh Apple n' Homemade Chicken Salad makes it easy to fit in an apple a day. Homemade white-meat chicken salad sits on top of fresh greens tossed with apple strips, dried cranberries, and diced almonds. It's served with a Colby cheese wedge, country pepper vinaigrette on the side, and a multi-berry muffin half, for 7.99.

Cozy up to a Chicken n' Dumplings Country Dinner Plate. Made from scratch each day, the chicken tenderloin is slow simmered in flavorful chicken stock and the dumplings are rolled by hand. The dinner is served with a choice of two country vegetables and made from scratch buttermilk biscuits or corn muffins, 7.39.

Chicken n' Dumplings Country Platter features a heartier portion of Chicken n' Dumplings plus a choice of three country vegetables and buttermilk biscuits or corn muffins, 8.69.

Roast Beef Dinner with thick-cut Choice Chuck Roast is slow roasted in the traditional pot roast style for up to 14 hours and smothered in savory brown gravy. Served with a choice of three country vegetables and buttermilk biscuits or corn muffins, 9.49.

Pineapple Upside-Down Cake tempts with sweet, gooey, baked fresh goodness. Drizzled with brown-sugar pineapple glaze, then served warm with premium vanilla bean ice cream, it's an all-time favorite, 3.49.

About Cracker Barrel

Cracker Barrel Old Country Store provides a friendly home-away-from-home in its old country stores and restaurants. Guests

are cared for like family while relaxing and enjoying real home-style food and shopping that's surprisingly unique, genuinely fun and reminiscent of America's country heritage...all at a fair price. The restaurant serves up delicious, home-style country food such as meatloaf and homemade chicken n' dumplings as well as its made from scratch biscuits using an old family recipe. The authentic old country retail store is fun to shop and offers unique gifts and self-indulgences.

Cracker Barrel Old Country Store, Inc. (Nasdaq: CBRL) was established in 1969 in Lebanon, Tenn. and operates 608 company-owned locations in 42 states. Every Cracker Barrel® unit is open seven days a week with hours Sunday through Thursday, 6 a.m. — 10 p.m., and Friday and Saturday, 6 a.m. - 11 p.m. For more information, visit crackerbarrel.com.

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For Cracker Barrel
Jeanne Ludington, 615-443-9115
jeanne.ludington@crackerbarrel.com

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