



November 11, 2010

Cracker Barrel Serves up a Thanksgiving Feast in Stores or at Home

Leave the country cookin' to us with in-store and to-go Turkey Day meals

LEBANON, Tenn.--(BUSINESS WIRE)-- This Thanksgiving, give yourself some time to celebrate with family and friends, and leave the planning, cooking and cleaning to Cracker Barrel Old Country Store® with a homestyle Thanksgiving meal.

Visit your nearest Cracker Barrel location Thursday, November 25, for a family feast of all the Thanksgiving favorites. Beginning at 11 a.m., you'll enjoy turkey breast with made-from-scratch cornbread dressing and topped with turkey gravy. It's served with a sampling of baked sugar-cured ham, sweet potato casserole with caramel pecan topping, cranberry relish, your choice of a vegetable and fresh biscuits or corn muffins, plus a slice of Cracker Barrel's very own Pumpkin Pecan Streusel Pie with real whipped cream, and a beverage (excluding milkshakes), all for \$8.99 for adults and \$4.49 for children.

For families that want to serve up holiday goodness in their home without the hassle, grab a Cracker Barrel Thanksgiving meal to-go. Enough to serve six, it features turkey breast with made-from-scratch cornbread dressing and turkey gravy, a sampling of baked sugar-cured ham, sweet potato casserole with caramel pecan topping, cranberry relish, your choice of three vegetables and a baker's dozen of either fresh biscuits or corn muffins, all for \$49.99. Just phone ahead, provide a pick-up time, and your meal will be hot and ready to go when you arrive.

And don't forget dessert! It's not Thanksgiving without some pie, so pick up one of four selections of Cracker Barrel's freshly baked pies for \$7.99. Choose from Pecan Pie, Chocolate Pecan Pie, Apple Pecan Streusel Pie and No Sugar Added Apple Pie.

"Cracker Barrel is all about providing a place to gather with family and friends for a relaxing, just-like-home meal," said Bill Kintzler, Cracker Barrel Chef. "Whether served in our stores or at our guests' tables at home, our Thanksgiving meals offer that great country cookin' without hours in the kitchen so guests can spend their Thanksgiving with the people that matter most."

Cracker Barrel will be open during its regular hours — 6 a.m. to 10 p.m. — on Thanksgiving.

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' dumplins as well as its signature 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 597 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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