



November 7, 2013

Cracker Barrel: Honoring Thanksgiving Traditions, One Table at a Time

Sit back and enjoy your family, friends and we'll prepare the feast

LEBANON, Tenn.--(BUSINESS WIRE)-- Thanksgiving Day is about the delicious smells of homestyle favorites coming from the kitchen and quality time with family and friends. Let Cracker Barrel Old Country Store® prepare your feast. Whether you're hosting or looking for a place to provide a warm, genuine welcome, put down the cooking mitt and allow us to dish up a memorable Thanksgiving dinner with all the trimmings done right.

Gather around Cracker Barrel's table to enjoy a festive turkey n' dressing meal complete with baked ham, sweet potato casserole with pecans, cranberry relish, your choice of vegetable, a beverage (milkshakes not included), and made-from-scratch biscuits or corn muffins, as well as a tasty slice of Pumpkin Pecan Streusel pie for dessert, all for 9.99 for adults and 4.99 for children. The child's meal does not include ham or sweet potato casserole and is served with a half slice of pie. This special Thanksgiving offering is available only on Thursday, November 28, starting at 11 a.m.

"As families gather at the table to celebrate with a traditional Thanksgiving feast, whether at home or in our stores, Cracker Barrel is honored to provide American country cooking to our guests," said Chris Ciavarra, Cracker Barrel Old Country Store® Senior Vice President of Marketing. "We'll be open from 6 a.m. until 10 p.m. so travelers and neighbors can spend time with their families in a relaxed setting while enjoying our warm hospitality and the favorite flavors of the season."

Are you celebrating with family and friends at home? Get out of the kitchen and spend more time with them, by calling in your order for Cracker Barrel's Thanksgiving Dinner To-Go. Available from Nov. 23 through Dec. 1, just call at least 24 hours ahead and we'll have everything hot, packed and ready to go. It's a turkey n' dressing meal to serve up to six people, complete with gravy, sampling of sugar-cured baked ham, choice of three vegetables, cranberry relish, and made-from-scratch biscuits, corn muffins or a loaf of sourdough bread for 54.99. Reward those who save room for dessert with freshly baked whole Holiday Pies for 8.49. Choices include: Pumpkin Pecan Streusel and Pumpkin Pie (Nov. 23-Dec.1), Apple Pecan Streusel, Chocolate Pecan, Pecan, and All-American Apple Pie (Nov. 23-Dec. 24.)

About Cracker Barrel Old Country Store, Inc.

Cracker Barrel Old Country Store, Inc. 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 625 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.

CBRL-G

Media:

Cracker Barrel Old Country Store, Inc.

Teresa N. Miller, 615-443-9589

Teresa.Miller@CrackerBarrel.com

Source: Cracker Barrel Old Country Store, Inc.

News Provided by Acquire Media