



November 26, 2012

There's More Joy to Go around with Cracker Barrel®

Find Festive Holiday Flavors, Great Gifts, and Opportunities to Win Daily Prizes

LEBANON, Tenn.--(BUSINESS WIRE)-- 'Tis the season to break away from the holiday bustle, gather with family and friends around the fireplace, and enjoy the hearty holiday menu offerings available at Cracker Barrel Old Country Store®. Until January 2, Cracker Barrel is offering up some delicious new holiday-time meals for when guests want to come in and relax for awhile. And folks can take this opportunity to get some of their holiday shopping done with Cracker Barrel's Great Gifts selections, offerings for the whole family that will be gentle on the budget, priced anywhere from \$5.00 to \$20.00. As always, guests will be able to have these gifts wrapped at no extra charge.

"Our guests count on our value, selection, hospitality and convenience all year long, so it's only natural that they look to us for holiday shopping and a relaxing meal in a cozy setting that offers a respite from the holiday hustle and bustle," said Cracker Barrel Senior Vice President of Marketing Chris Ciavarrà. "From Cinnamon Streusel French Toast to Bacon n' Cheese Cider BBQ Chicken, and Peppermill Grill Sirloin Steak Tips to fresh-baked pies, we like to think this season's selections are as comforting as they are flavorful."

In addition to enjoying special holiday meals, guests may want to add more sparkle to the holidays by entering the Cracker Barrel Old Country Store Pick It To Win It sweepstakes* at crackerbarrel.com. This new game gives people who register a head start on their holiday shopping. By playing this game, they'll have the opportunity to discover unique ideas for holiday gifts available at Cracker Barrel, and to share through social media their favorite Cracker Barrel products with friends and family. Registering makes them eligible to win a daily prize that is based on the gift they pick. Additionally, all registrants will be entered into a drawing to win the grand prize package (a front porch set, \$100 Cracker Barrel gift basket and a \$1,000 Cracker Barrel gift card), and have the chance to increase their chances of winning the grand prize package by sharing their daily selections through social media.

Here are a few details that may whet the appetite for some special holiday meals:

Appealing Breakfast Choices — Served All Day

Low-fat vanilla yogurt is layered with fresh diced pineapple and topped with honey oat granola mixed with almonds is this season's Wholesome Mornin' Sampler. Paired with a special recipe Apple n' almond chewy granola bar. Served with two fresh Grade A eggs, prepared however you'd like and a choice of turkey sausage patties, thick-sliced, hickory-smoked bacon, or smoked sausage patties, for 7.19.

Cinnamon Streusel French Toast Breakfast - Three slices of sweet cinnamon streusel bread hand-dipped in egg and griddled to a golden brown, then layered with cinnamon glaze and drizzled with cream cheese icing and real butter. Served with two fresh Grade A eggs, cooked to order, plus a choice of thick-sliced hickory-smoked bacon, turkey sausage, or smoked sausage patties, 7.69. French toast only, 6.39.

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

Bacon n' Cheese Cider BBQ Chicken — A grilled chicken breast glazed with cider BBQ sauce, topped with melted Colby and White Cheddar cheeses and thick-sliced hickory-smoked bacon. Served with a choice of two Country Vegetables and made-from-scratch buttermilk biscuits or corn muffins, 7.99.

Peppermill Grill Sirloin Steak Tips — Tender, peppered sirloin tips sautéed with flavorful mushrooms and onions, then topped with melted Swiss cheese. Served with a choice of three Country Vegetables, plus made-from-scratch buttermilk biscuits or corn muffins, 8.99.

Dinner —Served Daily Starting at 4 p.m.

Apple Cider-Braised Pork — Tender pork roast braised with an apple cider glaze and then baked with fresh hand-sliced Gala apples, dried cranberries, and pecans. Comes with two Country Vegetables and a choice of made-from-scratch buttermilk

biscuits or corn muffins, 8.99.

Dessert

Guests may want to save room for some pie. Enjoy a slice of any of our fresh-baked pies topped with premium vanilla bean ice cream. Whole pies are also available in the retail store. This holiday season's features: Pecan Pie, Chocolate Pecan Pie, Apple Pecan Streusel Pie and No-Sugar-Added Apple Pie, Slice 2.99, Whole 7.99.

Country-Sized Meals To-Go

For guests who prefer to have friends and family gather around their own fireplace rather than the one at Cracker Barrel, they may want to consider bringing home a Country-Sized Meals To-Go (crackerbarrel.com). They can just call ahead and choose one of three savory entrées, including meatloaf, chicken n' dumplings, or roast beef, along with any three sides and made-from-scratch biscuits, corn muffins, or a sourdough loaf. Feeds up to six 49.99.

** Visit crackerbarrel.com to start picking your answers for your chance to win daily prizes and the grand prize package. No purchase is necessary. The Cracker Barrel Old Country Store Pick It To Win It sweepstakes is open to legal residents of the 50 U.S. (and D.C.) 18 years and older. The sweepstakes started on November 2, 2012 at 11:59 pm CT and ends on January 2, 2013 at 5:00 pm CT. Void where prohibited. Odds of winning any prize depend on the number of eligible entries received. For entry and official rules go to crackerbarrel.com/win. Sponsor is Cracker Barrel Old Country Store, Inc.*

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 621 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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