

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 14A
(Rule 14a-101)

INFORMATION REQUIRED IN PROXY STATEMENT

SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934

(Amendment No.)

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Under Rule 14a-12

CRACKER BARREL OLD COUNTRY STORE, INC.

(Name of Registrant as Specified in Its Charter)

BIGLARI CAPITAL CORP.
THE LION FUND II, L.P.
STEAK N SHAKE OPERATIONS, INC.
SARDAR BIGLARI
PHILIP L. COOLEY

(Name of Persons(s) Filing Proxy Statement, if Other Than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
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-

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

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(3) Filing Party:

(4) Date Filed:

Important Notice

This website may contain forward-looking statements. These statements may be identified by the use of forward-looking terminology such as the words "expects," "intends," "believes," "anticipates" and other terms with similar meaning indicating possible future events or actions relating to the business or shareholders of Cracker Barrel Old Country Store, Inc. (the "Company"). These forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties that could cause actual results to differ materially. These risks and uncertainties include, among others, the ability of Biglari Capital Corp. ("Biglari Capital"), The Lion Fund II, L.P. (the "Lion Fund II"), Steak n Shake Operations, Inc. ("Steak n Shake"), Sardar Biglari and Philip L. Cooley to successfully solicit sufficient proxies to elect individuals to the Company's Board of Directors through a proxy solicitation to be undertaken by them, the ability of such individuals to work with the other members of the Company's Board of Directors to improve the performance of the Company and risk factors associated with the business of the Company, as described in the Company's Annual Report on Form 10-K for the fiscal year ended August 2, 2013, and in other periodic reports of the Company, which are available at no charge at the website of the Securities and Exchange Commission ("SEC") at <http://www.sec.gov>. Accordingly, you should not rely upon forward-looking statements as a prediction of actual results.

This website may be deemed to constitute solicitation material and is intended solely to inform shareholders so that they may make an informed decision regarding the proxy solicitation.

Biglari Capital, together with the other participants named herein, has filed with the SEC a definitive proxy statement and an accompanying proxy card to be used to solicit votes in connection with the solicitation of proxies at the 2013 annual meeting of shareholders of the Company for (i) the election of individuals to the Board of Directors of the Company and (ii) the advisory vote on a proposal made by Biglari Capital that the Board of Directors of the Company declare and the Company pay a special cash dividend of \$20.00 per share to all shareholders.

BIGLARI CAPITAL ADVISES ALL SHAREHOLDERS OF THE COMPANY TO READ THE PROXY STATEMENT AND OTHER PROXY MATERIALS AS THEY BECOME AVAILABLE BECAUSE THEY CONTAIN, AND WILL CONTAIN, IMPORTANT INFORMATION. SUCH PROXY MATERIALS ARE AND WILL BE AVAILABLE AT NO CHARGE ON THE SEC'S WEB SITE AT [HTTP://WWW.SEC.GOV](http://WWW.SEC.GOV). IN ADDITION, THE PARTICIPANTS IN THE PROXY SOLICITATION WILL PROVIDE COPIES OF THE PROXY STATEMENT WITHOUT CHARGE UPON REQUEST. REQUESTS FOR COPIES SHOULD BE DIRECTED TO THE PARTICIPANTS' PROXY SOLICITOR, ALLIANCE ADVISORS LLC, TOLL-FREE AT (855) 976-3332, BANKS AND BROKERS CALL COLLECT AT (973) 873-7721.

The participants in the proxy solicitation are Biglari Capital, the Lion Fund II, Steak n Shake, Sardar Biglari and Philip L. Cooley (the "Participants").

As of the close of business on September 30, 2013, the Lion Fund II owned directly 3,962,604 shares of Common Stock. Biglari Capital, as the general partner of the Lion Fund II, and Mr. Biglari, as the Chairman and Chief Executive Officer of Biglari Capital, may be deemed to beneficially own the shares of Common Stock directly owned by the Lion Fund II. As of the close of business on September 30, 2013, Steak n Shake owned directly 775,190 shares of Common Stock. Mr. Biglari, as the Chairman and Chief Executive Officer of Steak n Shake, may be deemed to beneficially own the shares of Common Stock directly owned by Steak n Shake.

As members of a "group" for the purposes of Rule 13d-5(b)(1) of the Securities Exchange Act of 1934, as amended, each of the Participants is deemed to beneficially own the shares of Common Stock of the Company beneficially owned in the aggregate by the other Participants. Each of the Participants specifically disclaims beneficial ownership of the shares of Common Stock he or it does not directly own.

This communication is not a solicitation of a proxy, which may be done only pursuant to a definitive proxy statement.

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Welcome

We have created this website – enhancecrackerbarrel.com – to extend the courtesy of communicating with shareholders of Cracker Barrel Old Country Store, Inc. We are the largest shareholder of Cracker Barrel with an ownership of nearly 20% of the Company's outstanding common stock.

We encourage you to review the site thoroughly and regularly in order to remain knowledgeable about Cracker Barrel and our plans to enhance the value of your shares. You can even share your thoughts under "contact us."

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SEC Filings

Please click on links below to obtain SEC Filings.

| FILING | FILING DATE |
|--|--------------------|
| DEFINITIVE PROXY STATEMENT AND PROXY CARD | |
| Definitive Proxy Statement | October 8, 2013 |
| Proxy Card | October 8, 2013 |
| DFAN 14A | ▲ |
| DFAN 14A | September 26, 2013 |
| DFAN 14A | September 17, 2013 |
| DFAN 14A | November 9, 2012 |
| DFAN 14A | November 2, 2012 |
| DFAN 14A | November 1, 2012 |
| DFAN 14A | November 1, 2012 |
| DFAN 14A | November 1, 2012 |
| DFAN 14A | October 31, 2012 |
| DFAN 14A | October 30, 2012 |
| DFAN 14A | October 25, 2012 |
| DFAN 14A | October 25, 2012 |
| DFAN 14A | October 16, 2012 |
| DFAN 14A | October 15, 2012 |
| DFAN 14A | October 12, 2012 |
| DFAN 14A | October 11, 2012 |
| DFAN 14A | October 10, 2012 |
| DFAN 14A | October 9, 2012 |
| DFAN 14A | October 9, 2012 |
| DFAN 14A | September 14, 2012 |
| DFAN 14A | September 7, 2012 |
| DFAN 14A | April 19, 2012 |
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| DFAN 14A | December 15, 2011 |
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| DFAN 14A | December 9, 2011 |

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|----------|--------------------|
| DFAN 14A | September 23, 2011 |
| DFAN 14A | September 13, 2011 |
| DFAN 14A | September 1, 2011 |

SCHEDULE 13D ▲

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|-------------------------------|--------------------|
| Schedule 13D/A (Amendment 25) | September 17, 2013 |
| Schedule 13D/A (Amendment 24) | August 16, 2013 |
| Schedule 13D/A (Amendment 23) | July 3, 2013 |
| Schedule 13D/A (Amendment 22) | February 15, 2013 |
| Schedule 13D/A (Amendment 21) | December 14, 2012 |
| Schedule 13D/A (Amendment 20) | October 25, 2012 |
| Schedule 13D/A (Amendment 19) | October 18, 2012 |
| Schedule 13D/A (Amendment 18) | October 15, 2012 |
| Schedule 13D/A (Amendment 17) | October 11, 2012 |
| Schedule 13D/A (Amendment 16) | October 10, 2012 |
| Schedule 13D/A (Amendment 15) | September 6, 2012 |
| Schedule 13D/A (Amendment 14) | August 16, 2012 |
| Schedule 13D/A (Amendment 13) | June 11, 2012 |
| Schedule 13D/A (Amendment 12) | April 20, 2012 |
| Schedule 13D/A (Amendment 11) | April 10, 2012 |
| Schedule 13D/A (Amendment 10) | March 7, 2012 |
| Schedule 13D/A (Amendment 9) | January 27, 2012 |
| Schedule 13D/A (Amendment 8) | January 12, 2012 |
| Schedule 13D/A (Amendment 7) | January 6, 2012 |
| Schedule 13D/A (Amendment 6) | November 15, 2011 |
| Schedule 13D/A (Amendment 5) | October 21, 2011 |
| Schedule 13D/A (Amendment 4) | September 23, 2011 |
| Schedule 13D/A (Amendment 3) | September 13, 2011 |
| Schedule 13D/A (Amendment 2) | September 1, 2011 |
| Schedule 13D/A (Amendment 1) | August 23, 2011 |
| Schedule 13D | June 13, 2011 |

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Nominees

Sardar Biglari

Chairman & CEO
Biglari Holdings Inc.

Philip L. Cooley

Vice Chairman
Biglari Holdings Inc.

Sardar Biglari is the Chairman and Chief Executive Officer of Biglari Holdings Inc., listed on the New York Stock Exchange under the symbol BH. Biglari Holdings is a diversified holding company engaged in a number of business activities. Its most important operating subsidiaries are involved in the franchising and operating of restaurants. Mr. Biglari makes all major operating, investment, and capital allocation decisions for Biglari Holdings and its subsidiaries. He is also Chairman and Chief Executive Officer of Biglari Capital Corp., general partner of The Lion Fund, L.P. and The Lion Fund II, L.P., private investment funds. He is also Chairman and Chief Executive Officer of Steak n Shake Operations, Inc. and Western Sizzlin Corporation, both of which are wholly-owned subsidiaries of Biglari Holdings. Mr. Biglari is a director of CCA Industries, Inc., a manufacturer and marketer of health and beauty aids. Mr. Biglari has extensive managerial, turnaround, and investing experience in a broad range of businesses.

Mr. Biglari would be an "independent director" of Cracker Barrel Old Country Store, Inc. within the meaning of NASDAQ listing standards applicable to board composition and Section 301 of the Sarbanes-Oxley Act of 2002.

Philip L. Cooley is Vice Chairman of Biglari Holdings Inc. Dr. Cooley was the Prassel Distinguished Professor of Business at Trinity University, San Antonio, Texas, from 1985 until his retirement in May 2012. Dr. Cooley has served as an advisory director of Biglari Capital Corp. since 2000 and as Vice Chairman and a director of Western Sizzlin Corporation from March 2006 and December 2005, respectively, until its acquisition by Biglari Holdings in March 2010. Since August 2011, Dr. Cooley has also served as a director of CCA Industries, Inc. Dr. Cooley is past president of the Eastern Finance Association, and serves on its board, and of the Southern Finance Association. He also serves on the board of the Consumer Credit Counseling Service of Greater San Antonio. Dr. Cooley has extensive business, financial and investment knowledge and experience.

Dr. Cooley would be an "independent director" of Cracker Barrel Old Country Store, Inc. within the meaning of NASDAQ listing standards applicable to board composition and Section 301 of the Sarbanes-Oxley Act of 2002.

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We would welcome your comments. (* Indicates required field)

Name*:

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Are you a Cracker Barrel Shareholder*?

Yes No

Comments*:

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Alliance Advisors LLC
200 Broadacres Drive, 3rd Floor
Bloomfield, NJ 07003
Tel: +1 (855) 976-3332

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