



December 6, 2012

## Enhance Your Gift for Giving with Cracker Barrel's Help

*Holiday shopping offers great gifts, value, and convenience and guests can break away from the holiday bustle with festive holiday flavors*

LEBANON, Tenn.--(BUSINESS WIRE)-- As this holiday season moves forward, it seems shoppers are looking for value and convenience, as well as unique gifts for their loved ones and special friends. Cracker Barrel Old Country Store® has always believed it's important to meet these needs.

In addition to offering a variety of Great Gifts that will be gentle on the budget this holiday season, priced anywhere from \$5.00 to \$20.00, Cracker Barrel has a new collection of Great Gifts especially for kids that includes plush animals, cars, and mechanicals. A host of special services make the shopping experience at Cracker Barrel easier and more enjoyable for guests. In addition to the convenience of shopping in the same place where delicious holiday meals are available, guests will be able to save time by having their gifts wrapped -- at no extra charge -- while they are dining. And with any assistance they need from the retail staff, guests can create custom baskets of unique products from around the country store, and Cracker Barrel will package them up so that items are secured, and arrange for shipping at regular rates.

"Our guests expect shopping that's unique and surprisingly fun, so we make sure they can find gifts that will delight their families and friends right here at Cracker Barrel," said Laura Daily, Vice President of Retail for Cracker Barrel. She noted that Cracker Barrel's country store offers take-home packages of popular foods served in their restaurant, such as pancake and corn muffin mixes, coffee, and jars of jams and their signature fried apples. These can be made into custom gift baskets. Daily said, "We work hard to provide outstanding service through such things as free gift-wrapping. Our retail staff can provide good advice that creates a compelling value for shoppers."

For guests who want the convenience of shopping online, Cracker Barrel's ecommerce site offers common-sense categories, lots of photos, logical navigation, and popular classics. Shoppers should easily find a wide range of items from furniture to food, fun and games, music, holiday, and collections. To top it all off, shipping is free for most online orders of \$50 or more, now through December 26. Visit [crackerbarrel.com](http://crackerbarrel.com) for details and exclusions.

### **About Cracker Barrel**

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 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](http://crackerbarrel.com).

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