



November 20, 2014

Cracker Barrel® Prepares for the Busiest Day of the Year

1.4 million meals will be served during nine day period

LEBANON, Tenn.--(BUSINESS WIRE)-- More than half of all Americans will feast on takeout this Thanksgiving, according to the National Restaurant Association. It's time-saving, fuss-free and a low-labor way to have a great meal without spending a lot of time in the kitchen. According to the executive chef at Cracker Barrel Old Country Store®, less time preparing a meal and cleaning up afterward means more time to spend with loved ones during the holidays.

"Thanksgiving is the busiest day of the year for our restaurants and we expect we'll serve about 1.4 million meals over the nine day Thanksgiving holiday season," said Bill Kintzler, Cracker Barrel Old Country Store executive chef. "We're open on Thanksgiving Day from 6 a.m. to 10 p.m. for dine in and to-go meals."

Cracker Barrel estimates they use nearly 24,000 cases of turkey breasts for their Thanksgiving dinners. Cracker Barrel's Thanksgiving menu and to-go options are available at all 634 Cracker Barrel Old Country Store® locations.

"For those families who prefer to do their own cooking, Cracker Barrel offers great options for adding to your own menu like one of our fresh baked whole pies for 8.99," Kintzler added. "We will sell approximately 600,000 pies, which is 3.6 million slices, during November and December."

Join Cracker Barrel in Thanks

Gather around Cracker Barrel's table to enjoy a festive turkey n' dressing meal complete with turkey and dressing with gravy, a sampling of sugar-cured ham, sweet potato casserole, cranberry relish, buttermilk biscuits or corn muffins, a choice of a country side, a beverage, and a slice of pumpkin pecan streusel pie for dessert, all for 10.99 for adults and 5.99 for children. This special Thanksgiving offering is available only on Thursday, Nov. 27, starting at 11 a.m.

Homestyle Made to Take Home

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. 22 through Nov. 30, just call at least 24 hours ahead and Cracker Barrel will 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 your choice of made-from-scratch biscuits, corn muffins or a loaf of sourdough bread for 59.99.

Reward those who save room for dessert with freshly baked whole Holiday Pies for 8.99. Choices include: Pumpkin Pecan Streusel (Nov. 27) and Pumpkin Pie (Nov. 22-Nov.30), Apple Pecan Streusel, Chocolate Pecan, Pecan, and All-American Apple Pie.

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. Cracker Barrel Old Country Store, Inc. (NASDAQ:CBRL) was established in 1969 in Lebanon, Tennessee and operates 634 company-owned locations in 42 states. For more information, visit crackerbarrel.com.

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