



September 15, 2011

Sized Right, Priced Right Daily Lunch Specials Now at Most Cracker Barrel Locations

Daily Lunch Specials Full of Flavor Fit the Bill for Value-Conscious Guests

LEBANON, Tenn.--(BUSINESS WIRE)-- There's a snap in the air and on the plates at Cracker Barrel Old Country Store® as \$5.99 daily lunch specials welcome fall with hearty flavors and savings at participating locations. Freshly prepared daily lunch specials feature a different choice each weekday and a new every weekday offering.

"Guests count on us for homestyle meals that ring true. They value our made-from-scratch goodness, quality ingredients and wide variety of menu choices," said Cracker Barrel Chef Bill Kintzler. "So whether guests choose a daily lunch special or one of their favorite Cracker Barrel menu items, they'll get great flavor that's a perfect fit for their appetite."

\$5.99 Daily Lunch Specials — Served From 11 a.m. till 2:00 p.m.

Introducing every Monday through Friday: The Country House Salad served with two chicken tenderloins and a choice of an Idaho baked potato or one of the two daily soups.

Monday: Baked Chicken n' Dressing - A tender, juicy chicken breast served with savory dressing and choice of one vegetable.

Tuesday: Meatloaf and Mashed Potatoes — A slice of homestyle meatloaf, mashed potatoes and choice of one vegetable.

Wednesday: Chicken Pot Pie — Freshly baked, loaded with chunks of chicken breast and topped with a golden flaky crust.

Thursday: Turkey n' Dressing — Tender, oven roasted turkey breast served with savory dressing and choice of one vegetable.

Daily Lunch Specials are not available at all Cracker Barrel locations including some in the following market areas: Phoenix and Yuma, Ariz.; Colorado Springs, Colo.; Boise, Idaho; Davenport and Des Moines, Iowa; Wichita, Kan., Lafayette, La.; Traverse City, Mich.; Lincoln and Omaha, Neb.; Albuquerque, N.M.; Oklahoma City, Okla.; Johnstown, Philadelphia, and Wilkes Barre, Pa.; Austin, El Paso and San Antonio, Texas; Milwaukee, Wis. Guests should contact their local Cracker Barrel regarding Daily Lunch Specials availability.

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 604 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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