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Cracker Barrel Old Country Store® Voted #1 in 2013 Consumer Picks Survey

LEBANON, Tenn.--(BUSINESS WIRE)-- For the third year in a row, Cracker Barrel Old Country Store® has taken top honors in the family dining segment of the Consumer Picks survey produced by *Nation's Restaurant News* and WD Partners. The study measured guest responses toward 154 restaurant brands constituting three restaurant segments: family dining, casual dining, and fine dining chains. In the family dining segment, Cracker Barrel led in nine of the survey's ten categories, including Food Quality, Cleanliness, Service, Menu Variety, Craveability, Atmosphere, Reputation, Likely to Return, and Likely to Recommend, with a 13 point margin in Atmosphere. In addition, Cracker Barrel outscored its closest competitor by six percentage points in the overall rankings.

The article about the survey appears in the March 25, 2013 issue of *Nation's Restaurant News* and notes that Cracker Barrel's clear leadership in the family dining category is the result of success with strategic initiatives, particularly in Marketing, Menu, and Operations. It highlights the company's strong retail brand presence that is enhanced through the Cracker Barrel Old Country Store exclusive music program and artist tour sponsorships such as the Brad Paisley **BEAT THE SUMMER TOUR presented by Cracker Barrel Old Country Store®**. The varied menu and the addition of more healthful options have increased the brand's mass appeal, while the focus on affordability was clearly noted through the 14 choices of Country Dinner Plates priced at \$7.69.

"I am delighted that Cracker Barrel Old Country Store earned such high rankings because it shows that the dedication of our 70,000 employees to our mission of Pleasing People® consistently brings quality food, hospitality and service to our guests every day," said Cracker Barrel Old Country Store, Inc. President and Chief Executive Officer Sandra B. Cochran. "We're very proud that our guests have honored us for a third year in a row with a first place in the family dining category. They know us for our great homestyle food and shopping, rockers on the porch, authentic Americana décor and friendly service, but it is our employees who do an outstanding job of helping every guest feel welcome and relaxed."

About Cracker Barrel Old Country Store

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 622 company-owned locations in 42 states. Every Cracker Barrel Old Country Store® location 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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