



Cracker Barrel Commences Summertime with the Return of its Iconic Campfire Meals

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The guest-favorite Campfire Meals, including a new Campfire Shrimp Skillet, return for a limited time, paving the way for a summer reminiscent of evenings spent around the campfire with loved ones

LEBANON, Tenn., May 6, 2025 /PRNewswire/ -- Some things are just too iconic to be gone forever. After seven long years, [Cracker Barrel Old Country Store®](#) is welcoming back the brand's beloved Campfire Meals – including an all new Campfire Shrimp Skillet, alongside Campfire Chicken and Campfire Beef, plus a new decadent S'mores Brownie Skillet featuring a HERSHEY'S Milk Chocolate Bar. Starting today, devotees and new guests eager to lean into summertime flavors can go to their local store to enjoy one of the brand's most-requested items – but only for a limited time.



Cracker Barrel's Campfire Meals deliver the same distinctive, smoky taste as a meal (or sweet treat) prepared over a campfire, but without the hassle. Each Campfire Meal is braised with a signature blend of Campfire Seasoning, wrapped in tin foil and slow cooked to induce a bounty of aroma and flavor for guests to unlock right at the table. Each meal is served alongside Buttermilk Biscuits and Cornbread Muffins. The lineup features:

- **Campfire Shrimp Skillet** – Starting at \$10.99, this latest addition to the Campfire menu features grilled shrimp and andouille sausage cooked in a buttery broth with campfire-seasoned corn and potatoes, served in a cast iron skillet.
- **Campfire Chicken** – A savory, marinated half-chicken is seasoned with campfire spices, slow-cooked with sweet corn on the cob, red skin potatoes, carrots, grape tomatoes and onions in a buttery broth.
- **Campfire Beef** – Tender beef is slow-braised with the same classic campfire vegetables and spices, sealed in foil for hearty, savory goodness.

"Our guests have been asking for us to bring back our Campfire Meals for years — and we heard them loud and clear," said Sarah Moore, Chief Marketing Officer at Cracker Barrel. "But this menu is about so much more than just great memories and great food. Starting at just \$10.99, our Campfire Meals are so packed with flavor, they will immediately spark feelings of long summer days, endless possibilities and that unmistakable joy we feel when anything is possible. We can't wait for our devoted fans who remember these dishes so fondly to pull up a chair at Cracker Barrel with a new wave of enthusiasts, all ready to savor the unique flavors of our Campfire Meals all summer long."

To round out the Campfire Meal experience, guests can delight in two new dessert skillets:

- The **S'mores Brownie Skillet** is a unique nod to the experience of making s'mores over a campfire. The new dessert features a rich chocolate brownie topped with a roasted marshmallow and a melting HERSHEY'S Milk Chocolate Bar, all served warm over crumbled graham crackers and paired with a scoop of vanilla ice cream drizzled with chocolate sauce.
- Building off the success of Cracker Barrel's seasonal cinnamon roll pie, the new **Cinnamon Roll Skillet** features delicious, fresh-baked, warm mini cinnamon rolls with a gooey cinnamon filling and topped off with sweet cream cheese icing.

Accompanying Campfire Meals are a full line of Campfire-inspired finds to discover in Cracker Barrel's Country Store. The collection features s'mores flavored candies along with the brand's own signature Campfire Seasoning—a jar of the special spice blend used to prepare the Campfire Meals in-stores—to provide guests with a chance to capture the essence and flavors of the experience with their own summer campfire cookout.

Follow along with Cracker Barrel on [Instagram](#), [TikTok](#) and visit [CrackerBarrel.com](#) to order online or to learn more about the Campfire and summer menus.

About Cracker Barrel Old Country Store, Inc.

Cracker Barrel Old Country Store, Inc. is on a mission to bring craveable, delicious homestyle food and unique retail products to all guests while serving up memorable, distinctive experiences that make everyone feel welcome. Established in 1969 in Lebanon, Tenn., Cracker Barrel and its affiliates operate 660 company-owned Cracker Barrel Old Country Store® locations in 43 states and own the fast-casual Maple Street Biscuit Company. For more information about the company, visit [CrackerBarrel.com](#).

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