



CRACKER BARREL CELEBRATES THE HOLIDAYS WITH NEW CINNAMON SWIRL PANCAKES, COUNTRY FRIED TURKEY SANDWICH, RETURNING FAVORITES AND THANKSGIVING FEASTS

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This year's holiday lineup gives guests more ways to get their season's worth through festive flavors, family traditions and stress-free hosting

LEBANON, Tenn., Oct. 20, 2026 /PRNewswire/ -- The best parts of the holidays don't have to wait for the big day. Beginning today, [Cracker Barrel Old Country Store®](#) is giving guests more reasons to gather, celebrate and enjoy the flavors of the season with new Cinnamon Swirl Pancakes, the new Country Fried Turkey Sandwich and other festive favorites, plus convenient Thanksgiving Heat & Serve meals for celebrating at home.



As part of its "Get Your Season's Worth" holiday campaign, Cracker Barrel is inviting guests to make more of all the moments that bring people together, not just the biggest days on the calendar. That could be a festive breakfast on an ordinary morning, a comforting family dinner on a busy weeknight or a Thanksgiving feast without all the cooking. All season long, Cracker Barrel is helping guests turn more everyday moments into holiday memories through craveable food and the country hospitality that makes gathering feel special.

"Some of the best holiday memories happen when you're not planning on making them," said Sarah Moore, Chief Marketing Officer at Cracker Barrel. "A breakfast that turns into a tradition. A family dinner where everyone can finally get together. A holiday meal where you get to enjoy the company instead of spending the day in the kitchen. That's what 'Get Your Season's Worth' is all about. We're bringing the food, traditions and country hospitality that make those moments special to the table all season long."

More Holiday Comfort, From Breakfast to Dinner

- **Cinnamon Swirl Pancakes:** For the first time, Cracker Barrel is serving the flavors of its beloved Cinnamon Swirl French Toast as fluffy buttermilk pancakes swirled with rich cinnamon filling and drizzled with sweet cream cheese icing. The breakfast is served with two eggs and guests' choice of thick-sliced bacon or smoked sausage.
- **Country Fried Turkey Sandwich:** A new handheld take on Cracker Barrel's guest-favorite Country Fried Turkey, featuring a crispy turkey tenderloin, gravy and cranberry relish on a toasted bun.
- **Country Fried Turkey:** The seasonal favorite returns with hand-breaded turkey tenderloins topped with creamy herbed pan gravy and served with country sides, cranberry relish and guests' choice of buttermilk biscuits or corn muffins.
- **Cinnamon Swirl French Toast Breakfast:** The beloved breakfast returns with cinnamon streusel bread dipped in Cracker Barrel's signature batter, griddled to a golden brown and topped with rich cinnamon and cream cheese icings. It is served with two eggs and guests' choice of thick-sliced bacon or smoked sausage.
- **Rich DIY Hot Chocolate:** The returning favorite is topped with whipped cream and chocolate drizzle and served with a variety of toppings guests can mix and match to make it their own.
- **Cinnamon Swirl Latte:** Available hot or iced, this sweet cinnamon-flavored latte is topped with whipped cream, a drizzle of icing and a sprinkle of cinnamon.

Stress-Free Holiday Hosting: Thanksgiving Heat & Serve Meals

For guests celebrating at home, Cracker Barrel's Thanksgiving Heat & Serve meals make it easier to gather wherever the holiday takes them. Ready to heat and serve in two hours or less, the complete meals help families spend less time in the kitchen and more time enjoying the people around the table.

Pre-orders are now open at [CrackerBarrel.com](https://www.CrackerBarrel.com) or through the Cracker Barrel app, with pickup available from Nov. 21 through Nov. 29. Prices may vary based on location.

- **Thanksgiving Heat & Serve Turkey Family Dinner:** Typically priced around \$119.99, the dinner includes one oven-roasted turkey breast, sweet potato casserole and green beans, served with cornbread dressing, gravy, cranberry relish and sweet rolls; feeds 4–6 people.
- **Thanksgiving Heat & Serve Turkey Feast:** Typically priced around \$189.99, the feast includes two oven-roasted turkey breasts, sweet potato casserole, green beans and mashed potatoes, served with cornbread dressing, gravy, cranberry relish and sweet rolls, plus pumpkin pie and pecan pie for dessert; feeds 8–10 people.
- **Fresh-Baked Desserts:** Holiday pies are typically priced around \$14.49 each in flavors including pumpkin, pecan, chocolate pecan, cinnamon roll and more.

Get Your Season's Worth Today

The holiday menu is available at Cracker Barrel locations nationwide for a limited time throughout the holiday season. Guests can view the full menu, place online orders for pickup or delivery and secure Thanksgiving Heat & Serve pre-orders by downloading the Cracker Barrel app or visiting www.CrackerBarrel.com. Guests can also follow Cracker Barrel throughout the holiday season and beyond on Instagram and TikTok.

About Cracker Barrel Old Country Store, Inc.

Cracker Barrel Old Country Store, Inc. – rooted in a rich legacy of warmth, generosity and tradition – is on a mission to bring the goodness of country hospitality to life. Since 1969, when the first store opened in Lebanon, Tenn., Cracker Barrel has been serving up abundant portions of craveable homestyle food and offering one-of-a-kind retail finds. With approximately 660 company-owned Cracker Barrel Old Country Store® locations in 43 states, the brand continues to honor its heritage while welcoming everyone with more than a meal. For more information, visit [CrackerBarrel.com](https://www.CrackerBarrel.com).

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