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Cracker Barrel Old Country Store, Inc. Announces Launch of Licensed Products

Seven Licensed Products Shipping to Select Grocery Stores and Mass Merchandisers Next Week

LEBANON, Tenn.--(BUSINESS WIRE)-- Cracker Barrel Old Country Store, Inc. announced today that the first shipments of CB Old Country Store™ licensed products made available through their licensing agreement with John Morrell Food Group, a subsidiary of Smithfield Foods, will begin shipping next week. The products, under the CB Old Country Store™ brand, include maple and smoked bacon, spiral ham and four types of lunch meat: oven roasted turkey, smoked turkey, smoked ham, and honey ham. All are high-quality, delicious products that consumers will be able to purchase as part of their regular shopping experience and enjoy in their own homes.

"Extending our brand beyond our physical locations is an important component of our strategic plan," said Sandra B. Cochran, President and Chief Executive Officer of Cracker Barrel Old Country Store, Inc. "As a leader in consumer meat products, John Morrell Food Group has earned an outstanding reputation for quality and service that is a natural fit with our Pleasing People® mission. We think the combination of strengths that our two companies consistently utilize to deliver high-quality products to our consumers will prove to be a success for our guests, retail shoppers, and our retail trading partners."

"We are delighted to announce that these seven licensed products will arrive in stores later this month," said John Pauley, John Morrell Food Group Executive Vice President of Sales and Marketing. "Now loyal guests of Cracker Barrel Old Country Store, Inc. can find the types of choices that they enjoy when they dine in the restaurant, right there in the refrigerated section of grocery stores ready to bring home to enjoy."

Cracker Barrel Old Country Store, Inc. does not expect the licensing initiative to have a material impact on its financial results in the 2014 fiscal year.

Cracker Barrel Old Country Store, Inc. and Kraft Foods Group Brands LLC have reached an agreement that allows Cracker Barrel Old Country Store, Inc. to enter the marketplace using the alternative logo, CB Old Country Store™, to label licensed products.

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, Tenn. and operates 624 company-owned locations in 42 states. For more information, visit crackerbarrel.com.

About John Morrell Food Group

With over a century and a half of experience, John Morrell Food Group brands have become respected and well known for providing premium-quality meat products to families across the United States. With products ranging from lunchmeat and franks to smoked sausage, bacon and pepperoni, the John Morrell Food Group is an important part of consumers' mealtimes. The John Morrell Food Group offers several national and regional brands including Armour®, Eckrich®, John Morrell®, Curly's®, Patrick Cudahy®, Carando®, Healthy Ones®, Margherita® Kretschmar® and LunchMakers®.

About Smithfield Foods

Smithfield Foods is a \$13 billion global food company and the world's largest pork processor and hog producer. In the United States, the company is also the leader in numerous packaged meats categories with popular brands including Smithfield®, Eckrich®, Farmland®, Armour®, Cook's®, Gwaltney®, John Morrell®, Kretschmar®, Curly's®, Carando®, Margherita®, and Healthy Ones®. Smithfield Foods is committed to providing good food in a responsible way and maintains robust animal care, community involvement, employee safety, environmental, and food safety and quality programs. For more information, visit

www.smithfieldfoods.com and www.smithfieldcommitments.com.

DISCLAIMER: Neither Cracker Barrel Old Country Store, Inc. nor CB OLD COUNTRY STORE products are affiliated with Kraft or Kraft's CRACKER BARREL cheese.

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