



January 21, 2013

Start the Year with a Resolution You Can Keep -- Enjoy Some Cracker Barrel® Country Goodness, Every Day

It's easy with quality ingredients, great taste, fun and affordability

LEBANON, Tenn.--(BUSINESS WIRE)-- Just a walk through the door at Cracker Barrel Old Country Store® is all it takes to enter a world of country goodness, every day. Today through March 17, Cracker Barrel's new winter menu features flavorful, value-packed offerings while the country store brims with hard-to-resist, easy-to-afford décor, accessories and apparel at every turn.

"At Cracker Barrel, 'Country Goodness' is a hand-crafted combination of quality, flavor and fun that makes each visit a great experience and value," says Cracker Barrel Senior Vice President of Marketing Chris Ciavarra. "A fresh new year brings new flavors like our exciting winter special, Pacific Salmon Patties Country Dinner Plate. It's just one of over 10 Cracker Barrel Country Dinner Plate entrees paired with two of over 15 sides, along with made-from-scratch buttermilk biscuits or corn muffins that is an affordable option at \$7.69."

Other country goodness, every day features include Cracker Barrel's Fancy Fixin's® Roast Beef Dinner for \$9.69 and \$5.99 Weekday Lunch Specials including the Country House Salad with Cup of Soup. Add those to breakfast served all day long and the values keep going from earlier than the roosters rise til long after sundown.

Guests can make country goodness a focal point at home, too, with rooster and peacock inspired décor and accessories. "From kitchen decor and picture frames to accessories and apparel, both collections bring a splash of vibrant color to brighten winter days," says Laura Daily, Senior Vice President of Retail for Cracker Barrel. "Work with a retail associate to create a customized basket or bundle that makes any occasion special."

For some down home country fun, play the Cracker Barrel Old Country Store® Explore Our Décor Sweepstakes* online. Players collect décor items to adorn their own virtual wall — just like at Cracker Barrel. Each day they can win instant win prizes and be eligible to win the grand prize — a trip to Nashville and the Cracker Barrel Old Country Store, Inc. headquarters to select a piece of authentic Cracker Barrel décor. For details, visit crackerbarrel.com.

Breakfast Choices — Served All Day

Old Timer's Breakfast is a hearty breakfast made fresh all day. Two fresh Grade A eggs cooked to order with grits, sawmill gravy, made-from-scratch buttermilk biscuits, real butter, the best preserves, jam n' apple butter (on request), plus fried apples or hashbrown casserole and a choice of smoked sausage patties or thick-sliced hickory-smoked bacon, 7.19.

Momma's Pancake Breakfast brings the flavors of home cooking, all day long. Three buttermilk pancakes with a choice of 100% Pure Natural Syrup or any one of four warm fruit toppings -- Sweet Peach, Montmorency Cherry, Golden Delicious Apples, or Marion Blackberry -- topped with real whipped cream. Served with two fresh Grade A eggs and a choice of thick-sliced hickory-smoked bacon, smoked sausage patties, or turkey sausage patties, 7.69. Pancakes only, 5.99.

On the lighter side, start the day with Yogurt Parfait n' Muffin. Low-fat vanilla yogurt is layered with fresh pineapple and topped with honey-oat granola mixed with almonds and dried fruit. Served with a choice of a Wild Maine Blueberry Muffin or an Apple Bran Muffin, 4.49.

Two Eggs n' Biscuits with eggs prepared to order. Served with toast or made-from-scratch buttermilk biscuits, along with real butter and the best preserves, 3.99.

Lunch and Dinner — Served Daily Starting at 11 a.m.

The new Country Dinner Plate, Pacific Salmon Patties, is fresh off the grill. 100% wild Pacific salmon blended with savory herbs, fresh scallions, diced red bell peppers and crispy cracker crumbs. Two tender cakes are grilled to a golden brown and served with a fresh wedge of lemon, tartar sauce and any two vegetables. Choice of made-from-scratch buttermilk biscuits or corn muffins with real butter, 7.69.

The Fried Chicken Tenderloins Country Dinner Plate has four chicken tenderloins — the best part of the breast — breaded and deep fried until golden brown and crispy. Served with a choice of two sides, and made-from-scratch buttermilk biscuits or corn muffins, 7.69.

Lemon Pepper Grilled Rainbow Trout Country Dinner Plate with a grilled boneless spring-water trout fillet lightly seasoned with lemon and pepper. Served with a choice of two country vegetables, plus made-from-scratch buttermilk biscuits or corn muffins, 7.69.

A timeless favorite, Roast Beef Dinner with thick-cut USDA Choice Chuck Roast is slow roasted in the traditional pot roast style and smothered in savory brown gravy. Served with a choice of any three country vegetables, and made-from-scratch buttermilk biscuits or corn muffins, 9.69.

Weekday Lunch Special Country House Salad Plus Cup of Soup or Baked Potato, served Monday thru Friday from 11:00 a.m. to 2:00 p.m. — fresh salad greens, grilled chicken tenderloins, hickory-smoked bacon pieces, grape tomatoes, slices of English cucumber, shredded Colby cheese and sourdough croutons served along with a choice of a cup of vegetable soup, soup of the day or a baked potato, 5.99.

Double Chocolate Fudge Coca-Cola® Cake, a sweet ending to any meal, is served warm with premium vanilla bean ice cream, 3.49.

***NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE ODDS OF WINNING.** Promotion open to legal residents of the 50 U.S. and D.C., 18 yrs. and older. Starts 1/19/13 at 12:01 a.m. CT and ends 3/17/13 at 5:00 p.m. CT. Odds of winning will vary. Additional restrictions apply. Void where prohibited. For entry, prize, and other details, including the Official Rules, go to crackerbarrel.com. Sponsor: Cracker Barrel Old Country Store, Inc., Lebanon, TN.

About Cracker Barrel

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 621 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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