



June 11, 2012

## Fresh New Salads Crop up at Cracker Barrel

*So many flavor-packed choices, you can enjoy a different salad every day of the week*

LEBANON, Tenn.--(BUSINESS WIRE)-- Cracker Barrel Old Country Store® turns over a new leaf today with the introduction of fresh new salads with better-than-ever twists on core menu classics. For guests who want better-for-you menu choices without compromising flavor, the wait is over.

"This summer seemed like a natural time to refresh our Salads n' Such menu category," said Chris Ciavarra, Cracker Barrel Senior Vice President of Marketing. "During summer, people often eat lighter and are looking for meals that are a bit healthier and fresher. Now more than ever, there's a great deal of interest in better-for-you offerings."

The company faced three challenges -- keep the flavor combinations guests have come to expect, maintain the same portion sizes, and continue to serve up value -- while creating better, high quality salads packed with appeal. "We took a fresh look at our ingredients and made some important changes we think our guests will love," said Cracker Barrel Chef Bill Kintzler. "Some of those new ingredients include fresh lettuce and baby greens, English cucumbers, and grape tomatoes." Cracker Barrel also added some delicious small touches like deviled eggs made with light mayonnaise, cucumber n' onion salad, flat bread wheat thins, and corn relish.

### **New Salad Choices — Served Daily Starting at 11 a.m.**

Grilled Chicken n' Fresh Vegetable Salad features grilled chicken tenderloins over fresh greens with marinated cucumber n' onion salad, corn relish, grape tomatoes, and sliced vine-ripened red tomatoes. Comes with two traditional deviled eggs and Country Pepper Vinaigrette dressing. All under 600 calories.

Grilled or Fried Chicken Salad starts with chopped marinated chicken tenderloins over a bed of fresh lettuce and baby greens, then tops with grape tomatoes, shredded Colby cheese, and a wedge of Colby cheese. Comes with two traditional deviled eggs, Cracker Barrel's own sourdough croutons and choice of dressing.

Homemade Chicken Salad atop fresh greens comes with dried cranberries, chopped almonds, sliced apples, two Colby cheese slices, four warm flat bread wheat thins, and choice of dressing.

The Country Chef Salad is dressed for summer with fresh salad greens topped with hearty slices of oven-roasted turkey breast, sugar-cured ham, and hickory-smoked bacon, along with slices of English cucumber, grape tomatoes, and a wedge of Colby cheese. Served with two traditional deviled eggs, sourdough croutons, and choice of dressing.

Oven-Roasted Turkey Salad includes oven roasted turkey, dried cranberries, grape tomatoes, cucumber slices, crispy sweet potato straws, on top of a bed of fresh salad greens. Finished off with two deviled egg halves and a choice of dressing.

House Salad or Country House Salad tops fresh salad greens with English cucumber slices, grape tomatoes, bacon pieces, shredded Colby cheese, and sourdough croutons. The Country House Salad includes two grilled chicken tenderloins cut in quarters.

Tossed Salad mixes fresh salad greens with grape tomatoes and English cucumber slices topped with sourdough croutons.

### **New For Breakfast — Served All Day**

The Multigrain n' Berries Pancake Breakfast adds wild Maine blueberries and fresh blackberries to Cracker Barrel's signature multigrain pancakes. Covered with a light dusting of powdered sugar and served with a side of warm raspberry syrup with bits of real raspberry. Includes two Grade A eggs cooked to order and a choice of thick-sliced hickory-smoked bacon, smoked sausage patties, or turkey sausage patties.

### **New for Lunch and Dinner— Served Daily Starting at 11 a.m.**

Classic Summer Barbeque Pork Platter with slow cooked seasoned pork shoulder, basted with a cider-infused barbeque sauce. Served over grilled cornbread fritters along with steak fries, whole kernel corn, a sampling of coleslaw, and choice of made-from-scratch buttermilk biscuits or corn muffins.

Southern Blackberry Cobbler filled with sweet Marion blackberries and baked in a special crust. Served hot and fresh with two scoops of Blue Bell® Ice Cream with swirls of blackberry sauce.

Also new on the menu and served all day, Half n' Half. This refreshing summer sipper is a half and half mix of freshly brewed iced tea and Cracker Barrel's old-fashioned lemonade. Free refills included.

### **About Cracker Barrel**

Cracker Barrel Old Country Store 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 615 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](http://crackerbarrel.com).

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