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Cracker Barrel Old Country Store Welcomes New Ad Agency

LEBANON, Tenn.--(BUSINESS WIRE)-- Cracker Barrel Old Country Store recently shook hands over a freshly signed contract with their new advertising agency of record Euro RSCG Chicago. **Euro RSCG Worldwide** is the largest unit of Havas, a world leader in communications and one of the largest integrated marketing communications agencies in the world. Euro RSCG Chicago succeeds The Buntin Group, the Nashville agency that had handled the account for the past six years. Buntin Out-of-Home Media will continue to handle outdoor buying, planning, and day-to-day operations for Cracker Barrel.

"Everything about Cracker Barrel is authentic from biscuits to the décor and that makes the brand extremely attractive from a creative point of view," said Joy Schwartz, President of Euro RSCG Chicago. "Both the restaurant and the retail aspects of Cracker Barrel provide many layers on which to build a genuinely integrated marketing plan."

"We think Euro RSCG Chicago's disciplined approach and depth of knowledge about our brand will enable us to take our marketing program to the next level," said Chris Ciavarra, Cracker Barrel Senior Vice President of Marketing. "Their strategic insight and creativity are a great fit for our business and will enhance our already strong traditional marketing efforts."

Euro RSCG Chicago, an agency for major national brands including Citigroup, Sprint, Sears Holdings Corporation and Groupon, will handle advertising, media, digital, in-store and promotions duties for Cracker Barrel.

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 603 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.

CBRL-G

Cracker Barrel Old Country Store

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