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Contact: K. Dawn Rutledge Jones
(615) 235-4105

CRACKER BARREL OLD COUNTRY STORE® NAMED “CHAIN OF THE YEAR”
Restaurant trade magazine selects industry leader for top honors

LEBANON, TN- (August 25, 2003) – Cracker Barrel Old Country Store has been named “Chain of the Year” by *Restaurant Hospitality* magazine in recognition of its years of serving quality food at a good value and maintaining a highly regarded business operation and brand. The August 2003 issue of *Restaurant Hospitality*, a national restaurant trade publication, features a five-page article that explores Cracker Barrel’s leadership, strategy, reputation, and operational excellence.

"The editors of *Restaurant Hospitality* were thrilled with this year's selection of Cracker Barrel as our Chain of the Year," said Michael Sanson, editor-in-chief of the magazine. "For a company that is more than three decades old, Cracker Barrel has stayed true to its roots while remaining current and relevant. While others have jumped on the current comfort food trend, Cracker Barrel has built an empire on the kinds of food and atmosphere that makes people want to come back again and again. Congratulations Cracker Barrel!"

“We are pleased and gratified to receive this recognition. It is an honor to be chosen ‘Chain of the Year’ within such a competitive industry,” said Cracker Barrel’s President and Chief Operating Officer Donald M. Turner.

“Our folks work hard every day to deliver the quality food, service and value our guests have come to expect. We have always tried to be true to our brand and manage our business responsibly. Our guests have responded loud and clear what they like and don’t like, and we listen. Those factors, along with a dedicated group of employees, has been what has made us successful,” said Turner.

Restaurant Hospitality created the “Chain of the Year” award several years ago as a way to recognize established restaurant chains that are financially stable, that offer service and quality to customers, and with a high level of brand concept and appeal. Out of numerous nominations this year, Cracker Barrel was among eight finalists, according to editor Sanson. He added that from an operational and financial standpoint, Cracker Barrel was an easy choice.

About Cracker Barrel

Cracker Barrel Old Country Store, Inc. is a wholly owned subsidiary of the publicly held CBRL Group, Inc. (Nasdaq: CBRL). Cracker Barrel was established in 1969 in Lebanon, Tennessee.

Each Cracker Barrel Old Country Store is modeled after a 1900-era country store, featuring old photographs, antiques, memorabilia and a real woodburning fireplace with a stone hearth to add a warm cozy touch to the dining room. The restaurant serves up hearty meals of such comfort foods as meatloaf and homemade chicken n’ dumplins, and the biscuits are made from scratch using an old family recipe. The retail store has more than 2,700 gift items including accessories for the home, old-fashioned candies, books on audio, nostalgic items, and children's games and puzzles.

Cracker Barrel Old Country Store, Inc. operates 482 company-owned locations in 41 states. Every Cracker Barrel location 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.

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Editor’s Note: For more info about us, visit our web site at <http://www.crackerbarrel.com>.