



August 31, 2009

Cracker Barrel Celebrates Its 40th Anniversary with Favorite Dishes from the Past and New Offerings for the Fall

"Then and Now" Offerings Include Double Chocolate Fudge Coca-Cola^(R) Cake!

LEBANON, Tenn., Aug 31, 2009 (BUSINESS WIRE) -- When Cracker Barrel Old Country Store^(R) opened up the doors at its first location 40 years ago, guests were so pleased by the quality and authenticity of the food that it wasn't long before folks in the neighborhood were talking about the good country cookin' available on Highway 109 in Lebanon, Tenn. These days, there's a bit more to choose from on the menu, and guests are still talking about that good country cookin' as the popular restaurant chain celebrates its 40th anniversary and offers up some special dishes to mark the occasion.

"The best part of celebrating an anniversary like this is the opportunity to offer our guests some of their favorite dishes from the past and to also offer up some great new choices to try," says Cracker Barrel Chef, Bill Kintzler. "We've got a variety of new and different choices available with this special anniversary promotion for folks who are celebrating their own special occasions, and for those who are looking for fresh and lighter fare to suit their specific lifestyles. All of these dishes are made from high quality ingredients and are so satisfying and delicious," he adds.

Breakfast Features - Served All Day!

New for this promotion is Cracker Barrel's Fresh Fruit n' Yogurt Breakfast. It features low fat yogurt with honey oat granola mix. This is served with an apple raisin bran muffin, seedless grapes, a whole Gala apple, two farm-fresh Grade A eggs cooked to order, and thick-sliced, hickory-smoked bacon or turkey sausage patties, all for \$6.99. For those looking for something lighter, try the fresh fruit n' yogurt plate by itself for \$5.99.

Also new is the Apple Streusel French Toast Breakfast, which includes three slices of Cracker Barrel's sweet Apple Streusel bread made with bits of real apple, dipped in eggs and then grilled to a golden brown. It's topped with Cinnamon Apple Dumplin' Syrup and real butter, and is served with two farm-fresh Grade A eggs cooked to order, and thick-sliced, hickory-smoked bacon or smoked sausage patties, all for \$6.99.

And Cracker Barrel is featuring its traditional Country Meat n' Biscuits, for guests to enjoy two made-from-scratch buttermilk biscuits with either fried chicken tenderloin, country ham or sausage patties. That's served with two farm-fresh Grade A eggs, cooked to order, and a choice of hashbrown casserole or warm fried apples and sawmill gravy or course-ground grits, all for \$5.99.

Lunch/Dinner Features - Served Daily Starting at 11 a.m.

In keeping with the fall harvest season, Cracker Barrel is bringing back a guest favorite - the *Autumn Applefest^(R)* Baked Chicken n' Dressing. This features a tender, oven-roasted half-chicken and cornbread dressing all topped with homemade celery and onion pan gravy and the choice of any country vegetable and a whole Gala apple. This comes with Cracker Barrel's made-from-scratch buttermilk biscuits or corn muffins, all for \$8.69.

New for the fall is the *Autumn Applefest^(R)* Grilled Chicken Salad, which starts with marinated grilled chicken tenderloin on a bed of hand-torn iceberg and romaine lettuce. Then Cracker Barrel adds hickory-smoked bacon, honey-glazed pecans tossed in cinnamon-sugar, dried cranberries and chunks of Gala apples. It's topped with blue cheese crumbles and served with a side of apple cider vinaigrette, all for \$7.99.

And guests will be pleased to see the return of the popular Lemon Pepper Grilled Rainbow Trout on this special anniversary menu. It features two of Cracker Barrel's boneless Idaho trout fillets, seasoned with a hint of lemon and black pepper, and grilled until fork flaky. It's served with a choice of three country vegetables as well as made-from-scratch buttermilk biscuits or corn muffins, all for \$9.49.

During this anniversary celebration, Cracker Barrel is offering its very special Carrot Raisin Salad as a featured country

vegetable. It's served cold and made with shredded whole carrots, juicy raisins, sweet pineapple and crunchy pecans in a creamy dressing. Guests may select the Carrot Raisin Salad as a substitute for any country vegetable.

Cracker Barrel will be offering all these special meals at all locations from August 31 through October 25.

And because Cracker Barrel knows how to celebrate, the popular restaurant company is making its signature Double Chocolate Fudge Coca-Cola^(R) Cake available for the full anniversary **year!** Cracker Barrel wanted to offer up a special treat so, true to the Cracker Barrel tradition, this dessert is made with real Coca-Cola^(R) and served warm with premium vanilla bean ice cream, all for \$3.29. Double Chocolate Fudge Coca-Cola^(R) Cake is available starting August 31st for a full year!

About Cracker Barrel

Cracker Barrel Old Country Store^(R) restaurants provide a friendly home-away-from-home in their 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' dumplins as well as its signature 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 588 company-owned locations in 41 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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SOURCE: Cracker Barrel Old Country Store

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