



June 6, 2011

Summer Vacation Value Seekers Head Down the Road to Cracker Barrel Old Country Store®

Fill Up with Flavors Across the Country, Then Watch the Miles Fly By with DVDs, CDs and Games

LEBANON, Tenn.--(BUSINESS WIRE)-- Families mapping out vacation road trips will find summer flavors and fun at every turn with a stop at Cracker Barrel Old Country Store® along with added attractions from June 6 through August 10.

"Road trips are summer traditions for many families, and we hope our new Flavors Across America selections of regional food favorites will be a hit with travelers of all ages," said Cracker Barrel Chef Bill Kintzler. "With our offerings, now you don't have to be driving through Kansas City to try Kansas City BBQ chicken or traveling through the Lone Star state to enjoy Texas Beef Brisket." For those who like to travel lighter, the new Grilled Chicken n' Summertime Vegetable Salad could be the way to go. Either way, the new Multi-Berry Cobbler tops off the experience with a delightful mix of three flavorful berries. Then start the next leg of the journey with treasures from Cracker Barrel's country store, including games everyone in the car can play, DVDs, CDs and Books-On-Audio. And before you know it, the answer to "Are we there yet?" will be "Yes!"

Breakfast Choices — Served All Day

Start the day with the Wholesome Mornin' Sampler's mix of fresh sliced strawberries and fresh blueberries in low fat vanilla yogurt topped with our honey oat granola mix with almonds. Served with our fresh-baked Wild Maine blueberry muffin and two Grade A eggs, prepared just the way you like 'em, and your choice of our thick-sliced, hickory-smoked bacon, smoked sausage patties or turkey sausage patties.

The Six Grain n' Granola Pancake Breakfast blends honey oat granola mix and almonds into the batter then griddle-cooks it to a fluffy golden brown. Three pancakes are topped with real butter and served with Dickinson's® Pure Honey and fresh sliced bananas. Served with two Grade A eggs and a choice of hickory smoked bacon, smoked sausage patties or turkey sausage patties.

Multigrain Pancake Breakfast features three multigrain pancakes griddle-cooked to a fluffy, golden brown. Topped with real butter and served with our 100% Pure Natural Syrup on the side. Comes with two Grade A eggs, cooked to order, and your choice of our hickory-smoked bacon, smoked sausage patties or turkey sausage patties.

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

Grilled Chicken n' Summertime Vegetable Salad starts with grilled chicken tenderloins on a bed of fresh lettuce mixed with baby greens then tops it off with marinated cucumbers n' onions and sliced vine-ripened red and golden tomatoes. Served with grilled pimento cheese bread and our country pepper vinaigrette dressing on the side.

The Kansas City BBQ Chicken is our tender half chicken seasoned with our own special rub then slow roasted and glazed with our signature Cracker Barrel spicy-sweet barbeque sauce. Served with homemade potato salad and corn on the cob with a side of BBQ butter, plus made-from-scratch buttermilk biscuits or corn muffins.

Texas Beef Brisket features slow-cooked hickory-smoked beef brisket, cooked until fork tender, layered on thick-cut Texas toast with a side of smoky BBQ sauce. Served with Texas baked beans and thick cut steak fries plus made-from-scratch buttermilk biscuits or corn muffins.

Our Multi-Berry Cobbler is filled with a mix of wild Maine Blueberries, blackberries, strawberries, all baked inside a flaky crust, and topped off with two scoops of Blue Bell® Southern Blackberry Cobbler ice cream.

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 601 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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