# CRACKER BARREL

Loyalty & Engagement Innovation



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#### **Amy Barnett** VP, Loyalty & Digital Experience



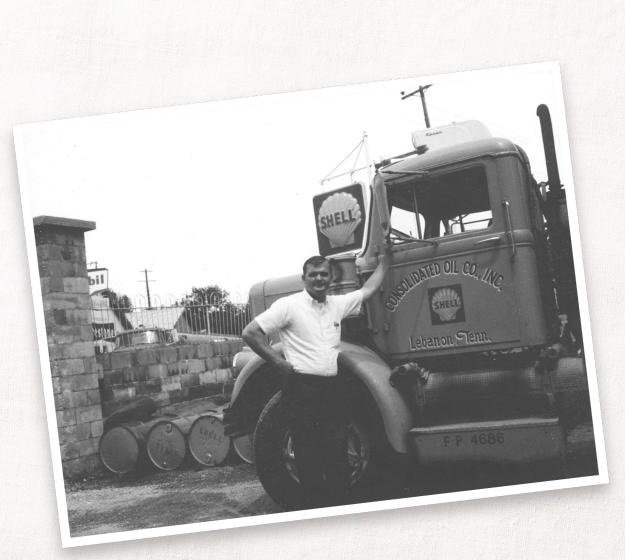


#### Jen Gray

GM, Promotions & Gamification, Experience Creative

#### MERKLE





## WHERE IT ALL STARTED...



The original Cracker Barrel Old Country Store units had gasoline pumps out front to cater to America's motoring public. Located just off an interstate highway, these stores gave travelers the opportunity to feed their cars as well as themselves.

## ...MEETING A NEED FOR TRAVELERS.



#### OUR NAME WAS CHOSEN TO INVOKE GATHERINGS WITH COMMUNITY & FAMILY.



#### **THE ATMOSPHERE IS NOSTALGIC AND INVITES GUESTS TO SLOW DOWN, RELAX, AND BE CARED FOR** LIKE FAMILY.

#### **A REAL-LIFE CARE-GIVER SET THE TONE**



"Treat everyone as you'd like to be treated yourself. Be down-to-earth, humble, soft spoken and wear a smile."

[Cracker Barrel] is our guest's home away from home. They are in our kitchen, and we are glad to see them.

We are fair, genuine, real folks who believe in giving honest value for the money.

- Dan Evins, founder



#### **CRACKER BARREL IS A STORY BRAND** the way we tell the story may change, but we should always stay authentic to our story.

# *Core* GOES BEYOND COOKING FROM SCRATCH.

# IT'S A SHARED experience.



# CRACKER BARREL BOUCCIONS

Welcome to Cracker Barrel Rewards<sup>™</sup> – serving up extra ways to say thanks to all our guests.

Enjoy everything from an entrée on the house to a unique find from our store. It's easy. Earn Pegs (like points) and get rewards.

And there's even more – Bonus Rewards in our Bonus Game, plus Birthday, Anniversary and Surprise Rewards, just for you.





# SOMETHING MENU

# THE LAUNCH

C. Martin





#### FIRESIDE CHAT



CRACKER BARREL

BACK TO THE GAME

# Take care nou

# Thank you.