

CRACKER BARREL

Loyalty & Engagement **Innovation**

 **MERKLE**



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GM, Promotions & Gamification,
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**WHERE IT ALL
STARTED...**



**...MEETING A NEED
FOR TRAVELERS.**

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.



**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.

Care GOES BEYOND
COOKING FROM SCRATCH.

IT'S A SHARED
experience.

NEW

CRACKER BARREL *Rewards!*

**THE REWARDS YOU CRAVE.
THE CARE YOU DESERVE.**

Welcome to Cracker Barrel Rewards™ –
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 *New*
IS ON THE MENU

THE LAUNCH



REWARDS THAT ROCK!

WITH

Polly

7:10

CRACKER BARREL Rewards!

70%
Member ID Peg Balance

0 75 150 225

BONUS REWARDS
Place an order or play the Bonus Game to earn more rewards.

PLAY THE BONUS GAME
EARN BONUS REWARDS
Complete a challenge and spin to win more rewards.

PLAY NOW

PEG REWARD LEVELS

75 PEGS **\$5 OFF**
\$5 OFF RETAIL*

150 PEGS

Home Rewards Menu

See Rewards in App [Bonus Game Rules](#)

Dolly **ROCKSTAR BONUS GAME**

COMPLETE CHALLENGES. EARN BONUS REWARDS. COMPLETE ALL THE CHALLENGES FOR A ROCKIN' REWARD - 150 PEGS*

ORDER CATERING	ORDER IN THE APP
REDEEM A REWARD	BUY DOLLY'S ROCKSTAR ALBUM

Hurry, this board expires on 02/12/2024. [How to Play](#)



FIRESIDE CHAT



Take care now

Thank you.