

CRACKER BARREL RESPONSE TO COVID-19

(March 11, 2020)

At Cracker Barrel, our mission of Pleasing People guides everything that we do. We take great pride in providing excellent service and flavorful food in a safe, family-friendly environment.

Delivering on this promise means continually monitoring public health issues that can impact our guests and our business to ensure we take the necessary preventative steps to mitigate risks and protect our employees and guests. This includes the recent Coronavirus COVID-19 outbreak.

Nothing at Cracker Barrel is more important than the safety, health and well-being of our employees and guests. We want you to know that is always our highest priority.

We are closely watching how the Coronavirus (COVID-19) outbreak evolves and are making decisions about business operations and precautionary health measures for employees and guests with the intention of caring for everyone like family. As part of this commitment, we have taken important steps to elevate our focus beyond our customary high standards of sanitation, cleaning and employee hygiene in response to COVID-19.

We are working closely with and taking guidance from the CDC, as well as local health authorities, to ensure we are doing everything possible to keep employees and guests safe.

1. We are communicating frequently to all of our field leadership teams to ensure they have the support and resources they need and sharing guidance provided by the CDC and all local and state public health authorities.
2. In order to be efficient and prompt in our reporting and response efforts, we have created a toll free, 24/7 COVID-19 response hotline for employees. We believe this is a preparedness step that is crucial to our ability to streamline and validate information and respond in a timely manner.
3. Extra labor is being added in order to conduct enhanced daily cleaning and sanitation efforts in every single store, over and above our regular sanitation and cleaning protocols. This includes more frequent cleaning and sanitization of high-touch surfaces.
4. Out of an abundance of caution, all checkers and peg games have been temporarily removed from our tables and front porch. For our checkers and peg game loyalists, remember you can always play on our Game App!
5. Product sampling has been temporarily discontinued at every store.

Above all, we want you to know we value you – our guests – and will continue to take care of you like family, just as you have come to expect from us. This is a rapidly evolving situation and like you we are monitoring it daily. Therefore, we remain vigilant and committed to heeding the guidance from public health officials and stand ready to take every precaution necessary in order to keep you and our employees safe.