

Cracker Barrel Old Country Store, Inc. (“CBOCS”) is starting the process of conducting a public relations agency of record search and is seeking information about public relations agencies.

Promoting and enhancing the reputation of our well-known brand is the vision and mission of Cracker Barrel Old Country Store’s corporate communications department. Under new leadership, the corporate communications department is excited about the opportunity to start an agency of record relationship with a partner who will play an integral role in building the department’s long-term strategy.

We are looking for a full-service public relations agency to assist CBOCS with a wide variety of communications needs including the areas of development of a public relations plan, media relations, relationship building with appropriate centers of influence, community relations activities that support overall marketing messages, financial communications, internal communications, digital and social communications, issues & crisis management among others.

Company Background

Stepping into a Cracker Barrel Old Country Store location is like traveling back to an era when stopping on the road for a meal was special. Out front there’s a welcoming front porch filled with cozy rocking chairs. Pass through our wooden doors and walk into a real country store and restaurant. At every turn there’s something new and old to behold: cast iron cookware, old fashioned, candy treats, collectible figurines, classic children’s toys, genuine antiques and memorabilia hanging from the ceiling. It’s all part of the charm of Cracker Barrel.

Our Mission

Some companies pride themselves on long-winded and complicated mission statements, but that’s just not our way. In fact, since the very first Cracker Barrel Old Country Store location opened in 1969 in Lebanon, Tennessee, we’ve kept things pretty simple. The way we see it, our mission is “pleasing people”. Nothing more; nothing less.

Company Information

For the latest company information follow the link to the web site www.crackerbarrel.com feel free to navigate in the investor section or the newsroom for latest company information.

- Solution capabilities: please include a description of the capabilities you offer, specifically the various disciplines, or areas of communications, and functions within each.
- Experience: please include a list of current clients that utilize your services and/or communications solutions and which capabilities they use (if applicable). In addition please list any clients for which you are the agency of record.

- Pricing structure: describe your overall pricing structure. Explanation of your firm's billing procedures including rates, mark-ups, retainer fees, varying levels of counsel and support etc.
- Resources: describe the ongoing support and resources you provide to your clients (i.e., media relations, pitching, strategic counsel, news bureau type activity, etc.). Include the pricing structure for these resources.

Please submit one complete RFI package printed to the address listed below. Also submit an electronic copy to the email address listed below. All costs incurred by service providers in the preparation of the responses will be at its sole expense.

RFI Deadline:

Monday January 12, 2015 3pm central

Return RFI Package To:

Janella Escobar

Corporate Communications

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