

# The New York Times

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## orderTalk, Inc. Delivers Digital Ordering to Cracker Barrel

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*Software provider brings a modern feature to one of America's favorite family restaurants*

FLOWER MOUND, Texas--(BUSINESS WIRE)--Mar. 7, 2017-- [orderTalk, Inc.](#), a leading provider of on-demand software and service solutions to the restaurant industry, has rolled out new state-of-the-art digital ordering capabilities to Cracker Barrel locations in 43 states. Cracker Barrel extended the customized online ordering option nationwide for catering and plans to extend its online offerings soon.

"There is no question that consumers' desire for convenience and flexibility in online ordering is on the rise," said Patrick Eldon, CEO of orderTalk Inc. "With our specialized efficient and user friendly software, it's easy for the food service industry to meet the needs of their consumers. For an iconic brand like Cracker Barrel, our remote ordering software was a great fit. Our software solutions are designed to improve restaurant guest experience and leverage business growth through stronger sales, higher check averages, decreased overhead costs and a higher customer satisfaction level."

Cracker Barrel customers will soon have the ability to search for their nearest location; view all online offerings; and select order options for pick-up and pay online through a PCI compliant, secure program.

"In the digital age we live in, customer satisfaction remains a priority to us. With orderTalk we can deliver such satisfaction while extending our products and services into the digital world," said Leon de Wet, VP Information Systems and CIO of Cracker Barrel Old Country Store.

### **About orderTalk, Inc.**

[orderTalk, Inc.](#) is the original provider of digital ordering solutions for the restaurant industry worldwide offering expedient, dependable and secure online ordering systems. Since 1998, the company has utilized proprietary remote ordering software as well as mobile and social media applications to meet the expanding needs of the restaurant industry. orderTalk's sophisticated software solutions are designed to leverage business growth through stronger sales, higher check averages, decreased overhead costs and a higher customer satisfaction level. For more information, visit [orderTalk.com](#).

### **About Cracker Barrel Old Country Store, Inc.**

Cracker Barrel Old Country Store, Inc. (NASDAQ: CBRL) provides a friendly home-away-from-home in its old country stores and restaurants. Guest 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.

Established in 1969 in Lebanon, Tenn., Cracker Barrel Old Country Store Inc. and its

affiliates operate 641 Cracker Barrel Old Country Store<sup>®</sup> company-owned locations in 43 states and own the fast casual restaurant Holler & Dash<sup>™</sup>. Nation's Restaurant News'

2016 Consumer Picks survey named Cracker Barrel Old Country Store<sup>®</sup> the Best Family-Dining Restaurant in America. For more information about the company, visit [crackerbarrel.com](#).

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