

Digital Ordering Arrives at Cracker Barrel

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orderTalk, Inc., a leading provider of on-demand software and service solutions to the restaurant industry, 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,” says 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,” says Leon de Wet, VP information systems and CIO of Cracker Barrel Old Country Store.