

Opinion

THE CRACKER BARREL VENUE!

by Daniel W. Gatlyn, USN Ret; Minister/Journalist – dangatlyn@gmail.com

The store gets a new CEO! And alters the basic logo! And loses millions! And the "persons of power" stand around with an eye on dollar signs! Without exception, Cracker Barrel has come a long way since Dan Evins opened the first store on September 19, 1969 in Lebanon, Tennessee.

For the most part, their specialty has been Breakfast, though such has been expanded many-fold in recent years... now serving in a grand total of 658 stores in forty-four states.

Since I was born in Hoover days, and presently older than dirt, I have dined in some of their first locations, have been to the Lebanon Headquarters; and, as brief President of a 35S Corporation, had a small contract with the company some thirty years ago.

I can speak in generalities of their means, methods, and motives! As in most Business endeavors which enjoy a rapid growth, a good many forfeit quality and service for a fast track to gold! That may (or may not) be the reasons for a recent loss in the till. I still eat at Cracker Barrel (nothing like a decent pancake); and, I'm aware of the standards.

As I am also a Journalist, I have made it my business to question the electorate as to what leads them to establishments which specialize in food. Waiters and waitresses, their attitudes, promptness and complete service is top of the list! Close by is the cleanliness and quality of victuals... followed by a reasonable price.

Do be aware that most customers have no trouble with shelling out an extra dollar (for price and tip) if other factors are up to par. Copious amounts are no viable trade for quality!

The recent quibble in the "News" has to do with the "Logo." I can assure you that hungry patrons could be scarcely concerned with "signs or signals!" And, rocking chairs, plus a peg board, are only welcome additions. Most folks are searching for "a good meal... within or takeout."

TAKE IT TO THE BANK!



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