



CRACKER BARREL // A RETURN TO AUTHENTICITY

BACKGROUND

Sold exclusively in the Cracker Barrel Old Country Store, the existing packaging line was jumbled and not delivering the honest, simple message of the Cracker Barrel master brand. The new design needed to appeal to a multi-generational audience looking for authentic products.

SOLUTION

Starting with six categories, we sought to redesign the entire store experience. Changes to the logo were out of scope, thereby making the packaging structure and label graphics work harder to communicate the brand personality. The chosen graphic solution utilized distinctive typography, illustrations, symbols and hand-crafted textures to weave a rich, authentic story that truly embraced the personality of the brand. The visual identity system was further rolled out to POS and in-store signage.

RESULTS

The new design system helped to align the Cracker Barrel brand personality with the packaging graphics, and established a holistic and enjoyable shopping experience. After just a few weeks in the stores, the newly designed Cracker Barrel coffee packages and baking mixes were already flying off the shelves!