

Barber Doug  
Form 4  
November 29, 2010

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Barber Doug

2. Issuer Name and Ticker or Trading Symbol  
CRACKER BARREL OLD COUNTRY STORE, INC [CBRL]

5. Relationship of Reporting Person(s) to Issuer  
(Check all applicable)

(Last) (First) (Middle)  
305 HARTMANN DR  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
11/24/2010

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Executive VP & CPO

LEBANON, TN 37087

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount  | (D)  | Price   |
| Common Stock                    | 11/24/2010                           |  | S                              |   | 12,596  | D  | \$ 54.9028<br><u>(1)</u><br>18,059.251                |
| Common Stock                    | 11/24/2010                           |  | S                              |   | 5,580   | D  | \$ 54.5333<br><u>(2)</u><br>12,479.251                |
| Common Stock                    | 11/24/2010                           |  | M                              |   | 9,108   | A  | \$ 40<br>21,587.251                                   |
| Common Stock                    | 11/24/2010                           |  | S                              |   | 9,108   | D  | \$ 54.333<br><u>(2)</u><br>12,479.251                 |
|                                 | 11/24/2010                           |  | M                              |   | 24,444  | A  | \$ 40.05<br>36,923.251                                |

|              |            |  |   |        |   |                   |                   |   |
|--------------|------------|--|---|--------|---|-------------------|-------------------|---|
| Common Stock |            |  |   |        |   |                   |                   |   |
| Common Stock | 11/24/2010 |  | S | 24,444 | D | \$ 54.5333<br>(2) | 12,479.251        | D |
| Common Stock | 11/24/2010 |  | M | 14,264 | A | \$ 31.58          | 26,743.251        | D |
| Common Stock | 11/24/2010 |  | S | 14,264 | D | \$ 54.5333<br>(2) | 12,500.391<br>(3) | D |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Stock Options (right to buy)               | \$ 40  | 11/24/2010                           |  | M                              | 9,108   | (4) 09/21/2016   | Common Stock  | 9,108                         |
| Stock Options (right to buy)               | \$ 40.05   | 11/24/2010                           |  | M                              | 24,444  | (5) 09/19/2017   | Common Stock  | 24,444                        |
| Stock Options (right to buy)               | \$ 31.58   | 11/24/2010                           |  | M                              | 14,264  | (6) 09/10/2019   | Common Stock  | 14,264                        |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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Director 10% Owner Officer Other

Barber Doug  
305 HARTMANN DR  
LEBANON, TN 37087

Executive VP & CPO

Signatures

Doug Barber by Forrest Shoaf,  
Attorney-in-fact

11/29/2010

\_\_Signature of Reporting Person

Date

Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
  - Represents the weighted average sale price for the transaction reported. Sales prices ranged from \$54.83 per share to \$55.01 per share.
- (1) The reporting person undertakes to provide upon request by the Commission staff, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price.
  - Represents the weighted average sale price for the transaction reported. Sales prices ranged from \$54.03 per share to \$55.06 per share.
- (2) The reporting person undertakes to provide upon request by the Commission staff, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price.
- (3) Includes 21.1405 shares acquired from time to time under the Cracker Barrel dividend reinvestment plan.
- (4) This option grant vested over three years in equal installments on September 21, 2007, 2008 and 2009, respectively.
- (5) This option grant vested over three years in equal installments on September 19, 2008, 2009 and 2010, respectively.
- (6) This option grant vests over three years in equal installments on September 10, 2010, 2011 and 2012, respectively.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.