

Cracker Barrel Takes Trump's Advice, Reverts to Traditional Logo after Millions in Losses

The Cracker Barrel has junked its new logo and returned to the traditional one after facing a public firestorm and nearly \$100 million in losses following a rebranding and redesign of its stores.

The company issued a statement Tuesday, saying, "We thank our guests for sharing your voices and love for Cracker Barrel. We said we would listen, and we have. Our new logo is going away, and our 'Old Timer' will remain."

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The "Old Timer" refers to the man on the old logo known as Uncle Herschel.

President Donald Trump praised the decision on Truth Social, posting, "Congratulations 'Cracker Barrel' on changing your logo back to what it was. All of your fans very much appreciate it. Good luck into the future. Make lots of money and, most importantly, make your customers happy again!"



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Trump had earlier suggested such a move, posting, "Cracker Barrel should go back to the old logo, admit a mistake based on customer response (the ultimate Poll), and manage the company better than ever before."

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Congressman Byron Donalds, a prominent MAGA leader, had taken issue with the new design, partly because Cracker Barrel played a significant role in his journey to faith. He tweeted this week:

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“In college, I worked at @CrackerBarrel in Tallahassee. I even gave my life to Christ in their parking lot. Their logo was iconic and their unique restaurants were a fixture of American culture. No one asked for this woke rebrand. It’s time to Make Cracker Barrel Great Again.”

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