

Steak 'n Shake Installs American Flags at All Locations

Steak 'n Shake announced that it is installing American flags at all of its locations across the country.

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“The flag installations have begun at Steak n Shake,” the restaurant said over the weekend. “Every Steak n Shake is getting the tallest and biggest American flag that local governments will allow! Steak n Shake proudly supports American values and traditions.”

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Every Steak n Shake is getting the tallest and biggest American flag that local governments will allow!

Steak n Shake proudly supports American values and traditions. ☐☐

– Steak 'n Shake (@SteaknShake) October 4, 2025

The burger chain previously moved to adopt beef tallow for frying in an effort to eliminate seed oils.

The company also drew attention after it criticized Cracker Barrel’s rebranding. “Sometimes, people want to change things just to put their own personality on things. At CB, their goal is to just delete the personality altogether.”



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"Hence, the elimination of the 'old-timer' from the signage. Heritage is what got Cracker Barrel this far, and now the CEO wants to just scrape it all away," the chain wrote, stating that they will "never market ourselves away from our past in a cheap effort to gain the approval of trend seekers."

Steak 'n Shake also raised a billboard using Cracker Barrel's rebranded logo with the phrase, "Fire the CEO."

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"Cracker Barrel's board has failed its shareholders. It has spent over a decade fighting with one of its largest shareholders rather than collaborating for the good of the company. CB has been at the forefront of the DEI movement at the same time it has reduced food quality and burned millions on failed acquisitions. The board apparently has more regard for DEI than ROI," the restaurant wrote on social media.

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Cracker Barrel reversed course on its shifts following widespread backlash.

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