

DALE ROBERT V  
Form 4  
April 20, 2010

**FORM 4**

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

OMB APPROVAL

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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 \*  
DALE ROBERT V

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)  
04/16/2010

Director  10% Owner  
 Officer (give title below)  Other (specify below)

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------|
|                                 |                                      |                                                    |                                | (A) or (D)                                                        | Price                                                                                         |                                                          |                                   |
| Common Stock                    | 04/16/2010                           |                                                    | M                              | 5,000                                                             | A \$ 40.25                                                                                    | 19,955                                                   | D                                 |
| Common Stock                    | 04/16/2010                           |                                                    | S                              | 5,000                                                             | D \$ 51.835                                                                                   | 14,955                                                   | D                                 |
| Common Stock                    | 04/16/2010                           |                                                    | M                              | 1,000                                                             | A \$ 36.82                                                                                    | 15,955                                                   | D                                 |
| Common Stock                    | 04/16/2010                           |                                                    | S                              | 1,000                                                             | D \$ 51.835                                                                                   | 14,955                                                   | D                                 |
|                                 | 04/16/2010                           |                                                    | M                              | 1,333                                                             | A \$ 32.86                                                                                    | 16,288                                                   | D                                 |

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|              |            |   |       |   |                         |        |   |  |
|--------------|------------|---|-------|---|-------------------------|--------|---|--|
| Common Stock |            |   |       |   |                         |        |   |  |
| Common Stock | 04/16/2010 | S | 1,333 | D | \$ 51.835<br><u>(1)</u> | 14,955 | D |  |
| Common Stock | 04/16/2010 | M | 667   | A | \$ 14.56                | 15,622 | D |  |
| Common Stock | 04/16/2010 | S | 667   | D | \$ 51.835<br><u>(1)</u> | 14,955 | 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.**

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(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 |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|-------------------------------|
| Options (right to buy)                     | \$ 40.25                                               | 04/16/2010                           |                                                    | M                              | 5,000                                                                                   | 11/25/2004 11/25/2013                                    | Common Stock                                                  | 5,000                         |
| Options (right to buy)                     | \$ 36.82                                               | 04/16/2010                           |                                                    | M                              | 1,000                                                                                   | 11/22/2006 11/22/2015                                    | Common Stock                                                  | 1,000                         |
| Options (right to buy)                     | \$ 32.86                                               | 04/16/2010                           |                                                    | M                              | 1,333                                                                                   | 11/29/2008 11/29/2017                                    | Common Stock                                                  | 1,333                         |
| Options (right to buy)                     | \$ 14.56                                               | 04/16/2010                           |                                                    | M                              | 667                                                                                     | 11/25/2009 11/25/2018                                    | Common Stock                                                  | 667                           |

## Reporting Owners

| Reporting Owner Name / Address                        | Relationships |           |         |       |
|-------------------------------------------------------|---------------|-----------|---------|-------|
|                                                       | Director      | 10% Owner | Officer | Other |
| DALE ROBERT V<br>305 HARTMANN DR<br>LEBANON, TN 37087 | X             |           |         |       |

## Signatures

|                                                      |            |
|------------------------------------------------------|------------|
| Robert V. Dale by Forrest Shoaf,<br>Attorney-in-fact | 04/20/2010 |
| **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 \$51.83 per share to \$51.85 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.

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.