

Cracker Barrel's logo change sparks fury, online and on Wall Street

'When people love a brand, they don't always like change,' a branding expert says, after the change sparks more than 558,000 posts on social media, including one from Donald Trump Jr.

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Cracker Barrel shares dropped after pushback on its new logo and overall brand refresh.

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Referenced Symbols

↓ **CBRL -0.65%** ↓ **GOOG -0.22%** ↓ **SPX -0.83%**

Shares of Cracker Barrel Old Country Store Inc. took a dive Thursday, after the restaurant chain debuted its new, simplified logo, that many people didn't like. Even Donald Trump Jr. asked, why?

Some online conversation around the new logo railed against the text-only logo that removed the image of a man leaning against a barrel, while keeping the words "Cracker Barrel" with the same color scheme intact.

"When people love a brand, they don't always like change," said Jennifer Harrington, chief executive and founder of Hatch, a branding agency, told MarketWatch.

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The stock ↓ **CBRL -0.65%** tumbled as much as 14.8% intraday on Thursday to a three-month low, before paring losses to close down 7.2%. It has dropped 12.4% amid a five-session losing streak.

The new graphic for the company marked a "pretty dramatic" change by nixing the man in overalls, she said. The chain has also streamlined the once-cluttered interiors of its restaurants and updated its menu.

Along with the logo change, it may be just too much for some of the restaurant's customers to handle, Harrington said.

"Legacy and heritage brands with nostalgic appeal have a tricky balance to pull off between what makes the brand cherished and trying to move it forward," she said.



The old Cracker Barrel logo, left, and the new logo.

PHOTO: CRACKER BARREL

Sometimes the changes get rolled back, as was the case with a move by New York City to reintroduce its "I Love New York" logo after [an updated version fell flat](#). But in most cases, customers adopt to brand refreshes over time, Harrington said.

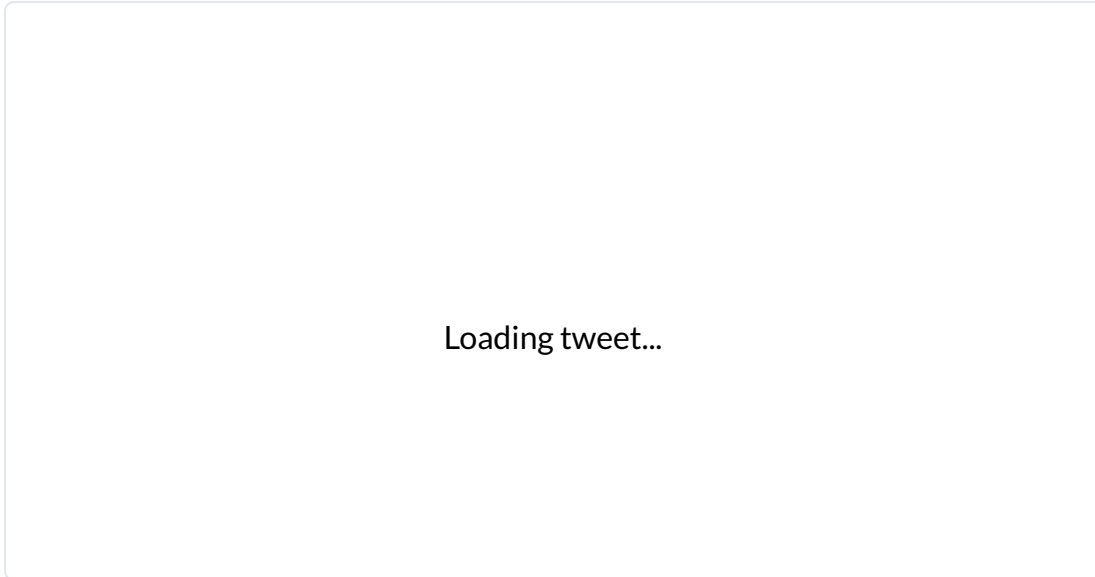
On Thursday, there were 558,000 posts about the new Cracker Barrel logo on X, formerly Twitter. And Google \downarrow **GOOG -0.22%** searches for "Cracker Barrel new logo" were up over 5,000% on Thursday.

The online comments seemed to gather more momentum after Donald Trump Jr. tweeted about the change, as well the company's [history of diversity, equity and inclusion](#) in the workplace.

"WTF is wrong with @CrackerBarrel??!," he [said](#) on X.

The logo redesign is part of a "strategic transformation plan" that the company's leadership to set in motion during its [quarterly earnings report in May](#). Other elements of that plan, outlined during the earnings call, included "refining the brand, optimizing the menu, evolving the store and guest experience, winning in digital and off-premise, and elevating the employee experience."

In an appearance on ABC's "Good Morning America" this week, Cracker Barrel CEO Julie Felss Masino said the feedback she has seen has been "overwhelmingly positive."



Despite the recent weakness, Cracker Barrel's stock has still gained 3.7% in 2025 through Thursday, and has run up 34.1% over the past 12 months. In comparison, the S&P 500 index ↓ SPX -0.83% has gained 14.4% over the past year.

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