



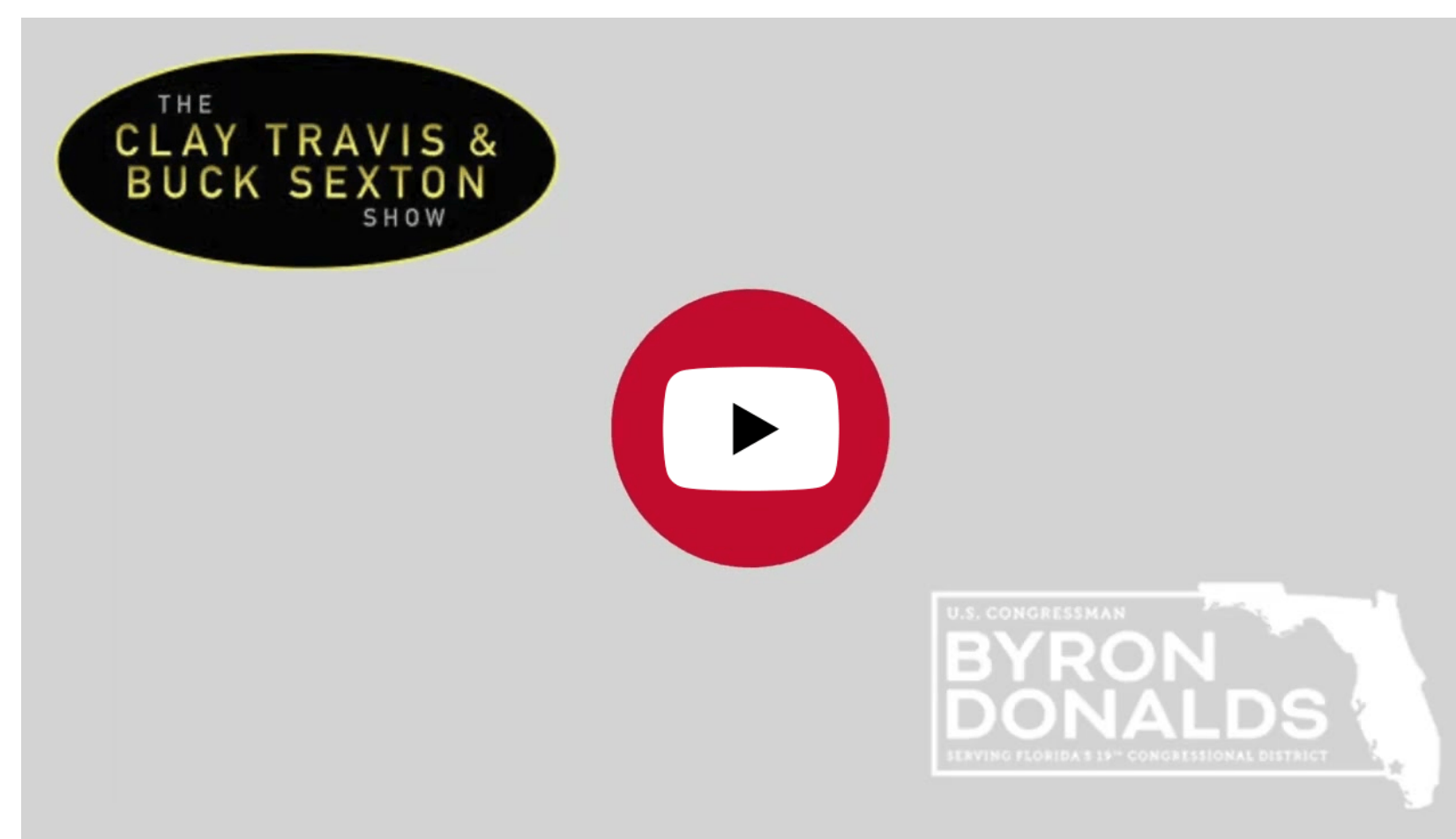
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Contact: [Daniel First](#)
(202) 225-2536

ICYMI: Donalds Joins The Clay Travis and Buck Sexton Show

WASHINGTON – Congressman Byron Donalds (R-FL) joined *The Clay Travis and Buck Sexton Show* on Premiere Networks Inc. to discuss Cracker Barrel's, new rebrand and news of the day.

Listen the full interview [here](#) or below:



"I don't know why we needed this rebrand. ":

"I hate it [the rebrand]. I, I don't even understand why it needed a rebrand. Cracker Barrel is a staple, of, you know, of the country. Everybody comes in there to eat, it doesn't matter who you are you... It's been more than 25 years since I worked there, but I will tell you, it's a staple. I don't even know why we needed this rebrand. Some things just are what they are. That's Cracker Barrel Old Country Store - I don't even know why they removed that out of the name. And then and even in the inside, it looks like what they did was try to have it become like a photo, a photo shoot for like Better Homes and Gardens. I don't even know what that place looks like it, it doesn't look like anything that is what Cracker Barrel, what made Cracker Barrel a real staple in the United States."

"Just looking at how some of the responses have been, like mine and a lot of others, it's not going well":

"I mean look, I think you sometimes will get a new CEO who thinks they have to rethink everything to prove their worth. What you really need to do as a chief executive is just make sure that the brand is earning money. Make sure that the operations are sound make sure the employees are getting the support that they need and then, no pun intended, but just let the place cook, because if it's cooking good food people will continue to come. So these rebrands, I think sometimes you'll have an executive who thinks that they have to leave their mark and that's really not need what you need to doing. You need to be making sure that everybody's making money, the earnings per share continue to look good. I don't know how much they're spending on this rebrand, just looking at how some of the responses have been, like mine and a lot of other responses, it's not going well. You know, so that's probably gonna cost shareholders money - it's pretty unfortunate."

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Office Locations:

Washington DC Office
1710 Longworth HOB
Washington, DC 20515
(202) 225-2536

Collier County Office
3299 Tamiami Trail East, Suite 105
Naples, FL 34112
(239) 252-6225

Lee County Office
1039 SE 9th Ave, Suite 308
Cape Coral, FL 33990
(239) 599-6033