



# Cracker Barrel Old Country Store Inc. (CBRL)

Updated December 10<sup>th</sup>, 2023 by Samuel Smith

## Key Metrics

<b>Current Price:</b>	\$73	<b>5 Year CAGR Estimate:</b>	7.5%	<b>Market Cap:</b>	\$1.6B
<b>Fair Value Price:</b>	\$63	<b>5 Year Growth Estimate:</b>	4.5%	<b>Ex-Dividend Date:</b>	1/18/24
<b>% Fair Value:</b>	117%	<b>5 Year Valuation Multiple Estimate:</b>	-3.0%	<b>Dividend Payment Date:</b>	2/13/24
<b>Dividend Yield:</b>	7.1%	<b>5 Year Price Target</b>	\$78	<b>Years Of Dividend Growth:</b>	0
<b>Dividend Risk Score:</b>	F	<b>Retirement Suitability Score:</b>	D	<b>Rating:</b>	Hold

## Overview & Current Events

Cracker Barrel Old Country Store was established in 1969 as a restaurant concept that embraces America's heritage. It sells home-style food at modest prices. It differentiates itself from competitors within the casual dining industry with unique menu offerings. For example, some of Cracker Barrel's most popular menu items are its meatloaf and signature biscuits. It also operates a gift shop. Cracker Barrel stock trades at a market capitalization of \$1.6 billion. The bulk of company sales comes from its restaurant operations, while the company also derives revenue from its in-store retail business.

Cracker Barrel reported its financial results for the first quarter of fiscal 2024. The company experienced a decrease in total revenue, reporting \$823.8 million, which is a 1.9% drop compared to the same quarter in the previous fiscal year. This decline was reflected in both comparable store restaurant and retail sales, which decreased by 0.5% and 8.1% respectively. Despite the decrease in total revenue, the company achieved a GAAP operating income of \$11.4 million, representing 1.4% of the total revenue. Adjusted operating income was slightly higher at \$19.0 million or 2.3% of total revenue. Cracker Barrel's GAAP net income for the quarter was \$5.5 million, equating to 0.7% of total revenue. The adjusted EBITDA was \$45.7 million, or 5.5% of total revenue. Earnings per diluted share on a GAAP basis were reported at \$0.25, while adjusted earnings per diluted share were \$0.51.

The sequential monthly improvements in comparable store traffic performance during the quarter were attributed to enhanced marketing effectiveness and a focus on guest experience. The introduction of the Cracker Barrel Rewards loyalty program during the quarter was also seen as a positive development, with enrollments exceeding expectations and potential as a long-term traffic driver.

## Growth on a Per-Share Basis

Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2029
<b>EPS</b>	\$5.64	\$6.82	\$7.86	\$8.37	\$9.23	\$9.03	\$2.04	\$5.14	\$6.09	\$5.47	<b>\$4.81</b>	<b>\$6.00</b>
<b>DPS</b>	\$3.00	\$7.10	\$7.70	\$8.15	\$4.85	\$8.05	\$3.90	\$1.00	\$5.20	\$5.20	<b>\$5.20</b>	<b>\$5.50</b>
<b>Shares<sup>1</sup></b>	23.8	24.0	24.0	24.1	24.0	24.1	23.7	23.5	22.2	22.2	<b>22.2</b>	<b>21.5</b>

Cracker Barrel suffered immensely during the COVID-19 lockdowns but has bounced back pretty well. That said, its earnings per share have not returned to anything like pre-COVID levels. That said, moving forward, we expect the company to continue growing earnings per share at a 4.5% annualized pace and expect the dividend to grow at a much slower pace as the company tries to bring its payout ratio down from its current elevated level.

## Valuation Analysis

Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Now	2029
<b>Avg. P/E</b>	11.2	15	18.1	19.2	18.5	18.7	28.2	26.8	16.3	15.8	<b>15.2</b>	<b>13.0</b>
<b>Avg. Yld.</b>	4.7%	6.9%	5.4%	5.1%	2.8%	4.8%	6.8%	0.7%	5.2%	6.0%	<b>7.1%</b>	<b>7.1%</b>

<sup>1</sup> Share count in millions

Disclosure: This analyst has no position in the security discussed in this research report, and no plans to initiate one in the next 72 hours.



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Cracker Barrel stock currently trades for a price-to-earnings ratio of 15.2 based on our earnings estimate for this year. Cracker Barrel's recent pre-COVID multiple was in the high teens. Our estimate of fair value is a price-to-earnings ratio of 13 due to a weakened outlook for the industry and higher interest rates. As a result, Cracker Barrel stock appears to be overvalued at the moment and set up for valuation multiple contraction in the coming years.

## Safety, Quality, Competitive Advantage, & Recession Resiliency

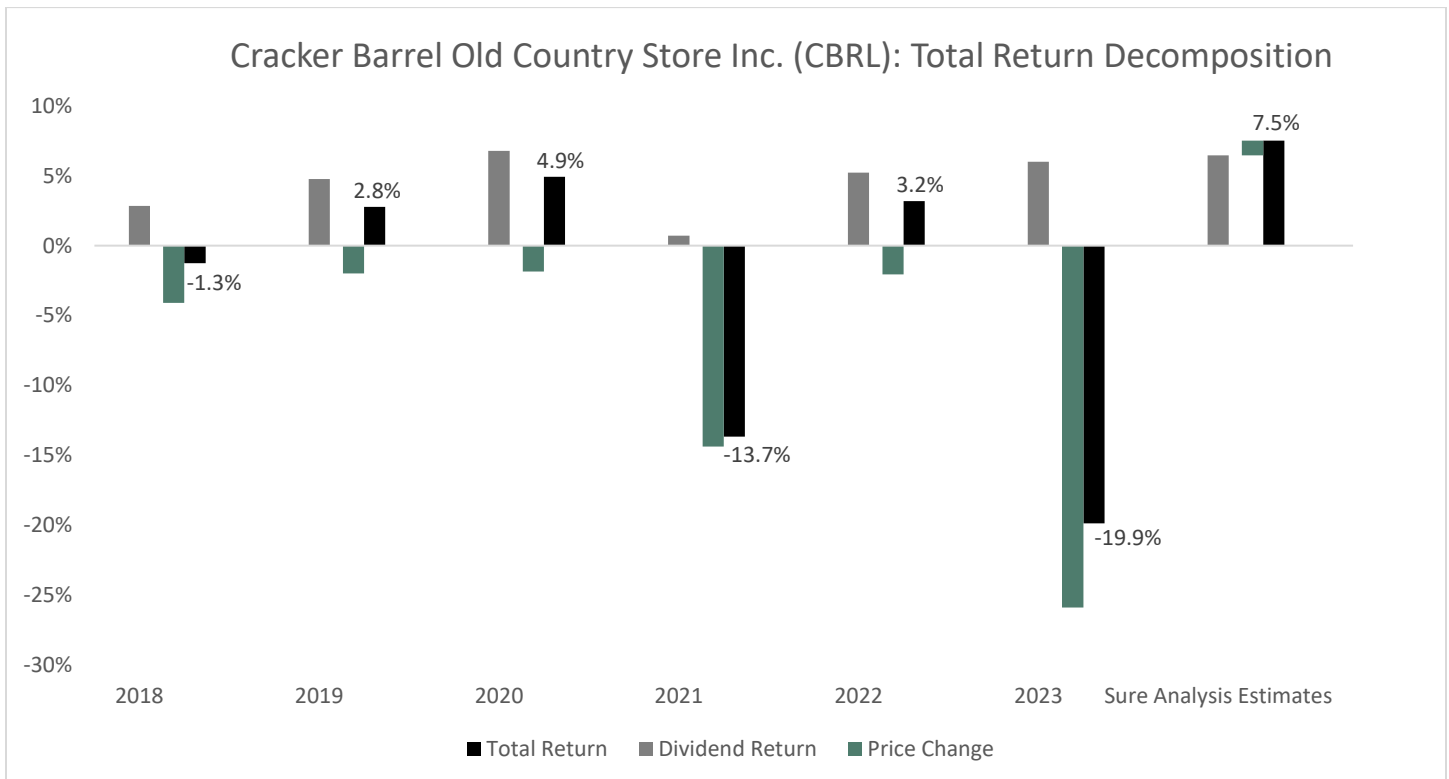
Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2029
Payout	53%	104%	98%	97%	53%	89%	191%	19%	85%	95%	108%	92%

Cracker Barrel scores positively across our safety and quality metrics. The company is highly profitable, which leads to strong interest coverage. While the quarterly dividend was suspended during the height of the COVID-19 crisis, it has now been reinstated to its pre-COVID level and we foresee it growing over the next half decade. However, Cracker Barrel does not enjoy many competitive advantages. The restaurant industry is highly competitive with low barriers to entry. That said, Cracker Barrel has brand power through a differentiated menu and popularity within its niche category. Additionally, Cracker Barrel enjoys a recession-resistant business model. Value-oriented restaurants tend to perform fairly well during recessions, as people turn to them when their focus is on saving money compared with higher-priced restaurants. Cracker Barrel maintained strong profitability during the Great Recession.

## Final Thoughts & Recommendation

Cracker Barrel stock appears to be overvalued at the moment, resulting in an expected annual headwind from multiple contraction alongside decent growth potential and a very attractive current dividend yield. As a result, our overall annualized total return expectation over the next half decade is good but not great at 7.5%, making the stock a Hold at current prices.

## Total Return Breakdown by Year



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## Income Statement Metrics

Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>Revenue</b>	2,684	2,842	2,912	2,926	3,030	3,072	2,523	2,821	3,268	3,443
<b>Gross Profit</b>	338	402	423	455	437	436	203	973	1,069	1,107
<b>Gross Margin</b>	12.6%	14.2%	14.5%	15.5%	14.4%	14.2%	8.1%	34.5%	32.7%	32.1%
<b>SG&amp;A Exp.</b>	129	148	143	141	144	153	147	148	157	174
<b>D&amp;A Exp.</b>	68	73	78	86	94	108	118	121	116	117
<b>Operating Profit</b>	208	255	280	313	294	283	56	149	153	135
<b>Operating Margin</b>	7.8%	9.0%	9.6%	10.7%	9.7%	9.2%	2.2%	5.3%	4.7%	3.9%
<b>Net Profit</b>	132	164	189	202	248	223	(32)	255	132	99
<b>Net Margin</b>	4.9%	5.8%	6.5%	6.9%	8.2%	7.3%	-1.3%	9.0%	4.0%	2.9%
<b>Free Cash Flow</b>	86	243	157	210	178	225	(136)	232	107	125
<b>Income Tax</b>	59	74	77	97	31	43	(29)	56	12	5

## Balance Sheet Metrics

Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>Total Assets</b>	1,432	1,576	1,498	1,522	1,527	1,581	2,544	2,392	2,295	2,218
<b>Cash &amp; Equivalents</b>	119	265	151	161	115	37	437	145	45	25
<b>Accounts Receivable</b>	23	18	19	18	19	23	20	27	213	30
<b>Inventories</b>	165	153	152	156	156	155	139	138	26	189
<b>Total Liabilities</b>	904	1,038	971	977	946	977	2,126	1,728	1,783	1,734
<b>Accounts Payable</b>	98	133	132	118	122	132	104	135	170	165
<b>Long-Term Debt</b>	400	400	400	400	400	400	949	327	423	415
<b>Shareholder's Equity</b>	529	538	526	545	582	605	418	664	511	484
<b>LTD/E Ratio</b>	0.76	0.74	0.76	0.73	0.69	0.66	2.27	0.49	0.83	0.86

## Profitability & Per Share Metrics

Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
<b>Return on Assets</b>	9.4%	10.9%	12.3%	13.4%	16.2%	14.4%	-1.6%	10.3%	5.6%	4.4%
<b>Return on Equity</b>	26.1%	30.7%	35.6%	37.7%	44.0%	37.7%	-6.3%	47.0%	22.4%	19.9%
<b>ROIC</b>	14.6%	17.6%	20.3%	21.6%	25.7%	22.5%	-2.7%	21.6%	13.7%	10.8%
<b>Shares Out.</b>	23.8	23.8	24.0	24.0	24.1	24.0	23.6	23.5	22.2	22.2
<b>Revenue/Share</b>	111	118	120	121	126	127	106	119	141	155
<b>FCF/Share</b>	3.59	10.11	6.54	8.71	7.41	9.32	(5.71)	9.75	4.60	5.62

Note: All figures in millions of U.S. Dollars unless per share or indicated otherwise.

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