

## Averitt 'cooks up' dedicated program for Cracker Barrel Old Country Store

In its more than 35 years of transportation industry experience, Averitt Express has worked with a broad range of Fortune 500 companies across diverse industries to help them achieve their supply chain goals. Our top-notch logistics professionals will work with you to analyze your specific needs and customize a solution that's built to fit your unique needs.

Averitt recognizes that every industry has different needs and challenges, so when Cracker Barrel Old Country Store, a fellow Tennessee-based company, needed new solutions to establish a company fleet without the hassle and costs associated with a private fleet, we started by reviewing their current delivery system. Through this interaction, we were able to reengineer a more effective transportation process.

Today, Averitt handles the transportation of most of the retail products

# AVERITT®

offered in hundreds of Cracker Barrel Old Country Store locations in dozens of states. Through Averitt's dedicated services, a fleet of our red tractors now pulls Cracker Barrel Old Country Store's trailers, providing them with a visible "company fleet" without the operating and maintenance hassles. This partnership enables Cracker Barrel Old Country Store to concentrate on pleasing its customers without any shipping worries.

Averitt used its assets, technology and experience to help Cracker Barrel Old Country Store lower transportation costs and streamline routing plans to ensure consistent delivery times. We also helped reduce freight claims by employing on-

site personnel who have helped improve loading and unloading processes.

"Averitt had an excellent plan not only for our day-to-day needs, but for overflow situations involving our retail products," said Julie Davis, Cracker Barrel Old Country Store spokeswoman.

Averitt has the assets and the network to approach each situation with the flexibility, capacity and experience to deliver the results you expect. To read more case studies describing how Averitt has helped our customers achieve their shipping goals, visit [averittpress.com/flexible/joc](http://averittpress.com/flexible/joc).

Call Averitt at 1-800-AVERITT, and let us put that experience to work for you, too. *Think Red Instead.* ■