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SONIC Kicks Off the Summer of Shakes with 25 Delicious Flavors

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OKLAHOMA CITY--(BUSINESS WIRE)-- SONIC Drive-In (NASDAQ: SONC) is the real deal when it comes to shakes; each one is hand-mixed with SONIC's Real Ice Cream and available in a variety of flavors beyond old favorites like chocolate, vanilla and strawberry. This summer, SONIC is offering 25 different shake flavors to choose from as part of the Summer of Shakes, giving adventurous guests options they never knew possible. New flavors include the Peanut Butter & Bacon Shake, the Cherry Cheesecake Shake, the Coconut Cream Pie Shake and other classic and creative options. To sweeten the deal even more, SONIC shakes are half price after 8 p.m. all summer long.

The SONIC Drive-In Summer of Shakes features 25 different shake flavors to choose from, including the new Peanut Butter and Bacon Shake, each one hand-mixed with SONIC's Real Ice Cream. (Photo: Business Wire)

"Our Real Ice Cream is what makes our shakes special — that, and the fact that we have an incredible variety to choose from," said SONIC Chef Claes Petersson, vice president of product innovation. "Our Real Ice Cream is made with fresh milk and cream, and has a smoothness and rich vanilla flavor unlike the soft serves you get from others. The difference in taste and texture gives our shakes a premium base for us to layer on different ingredients, resulting in the 25 different flavors. There's a reason the other guys don't mention Real Ice Cream — there is simply no comparison."

The 25 Summer of Shakes flavors will be available in all 3,500-plus SONIC Drive-Ins nationwide. As with everything else on the menu, SONIC encourages guests who are feeling especially inspired to customize their order and dream up even more ways to mix and match ingredients, creating customized shakes available nowhere else.

"The 25 shakes idea actually came from one of our franchisees who got creative and tested many different shake flavors last summer," said James O'Reilly, SONIC chief marketing officer. "He had so much success that we created Summer of Shakes for the entire SONIC system this year."

It just goes to show that even in a large franchise organization like SONIC, we can partner with our franchisees to encourage innovation, and especially good ideas can be rolled out system-wide to delight customers in all of our markets."

The integrated marketing launch of the Summer of Shakes includes national television ads featuring SONIC's iconic Two Guys, local radio and local print advertising, along with packaging, on-lot prominence, social and digital marketing.

Whether you had a hard day at work or a fun day in the sun, there is a SONIC shake for every mood and occasion. Think of SONIC as your official summer shake destination, and enjoy a signature SONIC shake for half price after 8 p.m. all summer long.

About SONIC, America's Drive-In

SONIC®, America's Drive-In®, is the nation's largest chain of drive-in restaurants with more than 3,500 drive-ins serving approximately 3 million customers every day. Over the past 60 years, SONIC has delighted guests with signature menu items, more than 1 million drink combinations, friendly service by iconic Carhops and ongoing support of education through its award-winning Limeades for Learning® program. SONIC received top honors as America's "#1 burger quick service restaurant" in the 2013 Temkin Experience Ratings report. For more information about Sonic Corp. (NASDAQ/NM: SONC) and its subsidiaries, please visit www.sonicdrivein.com. Customers can also connect with SONIC at [facebook.com/sonicdrivein](https://www.facebook.com/sonicdrivein) or on Twitter @sonicdrive_in.

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