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SONIC® Sweetens the Morning Hours with New Cinnasnacks®

Timing is Perfect as New Study Reveals Nearly Half of Millennials are not Morning People

OKLAHOMA CITY--(BUSINESS WIRE)-- Not a morning person? You may not be alone. According to a new survey conducted by Harris Interactive, nearly half (46 percent) of Millennials are not morning people. The good news is that [SONIC Drive-In](#) (NASDAQ: SONC) is making mornings a little bit sweeter with the introduction of Cinnasnacks to the menu.



SONIC's new Cinnasnacks - inside-out cinnamon rolls in bite-sized form - are making mornings a little bit sweeter, even if you aren't a morning person. Available in three-piece and five-pieces sizes and served with cream cheese frosting for dipping, Cinnasnacks make a great breakfast in the morning or snack any time of day.
(Photo: Business Wire)

- Among all adults, women (57 percent) are less likely than men (63 percent) to be morning people.
- Retired adults find it easiest to wake up with the sun, with 67 percent considering themselves morning people.
- Unsurprisingly, getting a better night's sleep is the number one choice for improving mornings (59 percent), but eating a better breakfast (34 percent) and working from home (34 percent) tie for a strong second place.
- Whether it's the late night study sessions or the recreational side of college, more than half of students (52 percent) say they are not morning people.

Cinnasnacks come in two snackable sizes: three-piece and five-piece. They are available for a limited time only at participating SONIC Drive-Ins.

"My team loves to mix up the usual with something fun — a twist on popular favorites to delight our guests," said Chef Claes Petersson, vice president of product innovation at Sonic Corp. "That's what inspired Cinnasnacks. We took the best parts of a cinnamon roll and found a way to serve them in a bite-size, snackable form. Delicious!"

[About SONIC, America's Drive-In](#)

When asked what would make mornings better, 50 percent of Millennials said that a better breakfast could do the trick, and the culinary team at SONIC thinks Cinnasnacks are exactly what they need. These warm, gooey pastry bites with a sweet cinnamon roll filling are served with real cream cheese frosting for dipping. Much like an inside-out cinnamon roll in bite-sized form, Cinnasnacks are the perfect breakfast for customers who aren't quite awake yet. And because they're available all day long, Cinnasnacks can satisfy the sweet tooth whenever cravings strike.

"SONIC is known for offering unique and adventurous breakfast items, and we're always looking to innovate in this area," said [James O'Reilly](#), SONIC chief marketing officer. "Cinnasnacks are a perfect sweet complement to the savory breakfast burritos and TOASTERS® on our menu. And since Cinnasnacks are portable, we've noticed that customers love them as a grab-and-go snack later in the day as well — another reason we serve our entire menu all day."

Additional key findings among all survey respondents include:

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 or on Twitter [@sonicdrive_in](https://twitter.com/sonicdrive_in).

***Survey Methodology**

This survey was conducted online within the United States by Harris Interactive from May 14-16, 2013 among 2,052 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Madison LaRoche at madison.laroche@cohnwolfe.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130605005385/en/>

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