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SONIC Introduces Crunchier, Bolder Super Crunch Chicken Strips

Guests can now enjoy All White-Meat Chicken Strips packed with an unprecedented crunch

OKLAHOMA CITY--(BUSINESS WIRE)-- [SONIC® Drive-In](#) (NASDAQ: SONC) has added a craveable creation to its menu lineup with the introduction of new Super Crunch™ Chicken Strips. By adding even more of the satisfying crunch to the already popular juicy chicken strips, the national drive-in offers a standout snackable treat perfect for any time of day with three-piece and five-piece options.



SONIC Drive-In's Super Crunch Chicken Strips are juicy chicken tenders that are double breaded for an extra crispy crunch. Try the Super Crunch Chicken Strips with any of SONIC's sauces, like Buttermilk Ranch, Honey Mustard or Hickory BBQ. (Photo: Business Wire)

saucers, like Buttermilk Ranch, Honey Mustard or Hickory BBQ. Customers can dip and dip, because these chicken strips won't lose their signature crunch.

Along with the entire SONIC menu, Super Crunch Chicken Strips are available all day, but only for a limited time. Try it as a Combo with Tots and a Route 44 Green Iced Tea for one flavor-packed meal.

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 sonicdrivein.com. Customers can also connect with SONIC at [facebook.com/sonicdrivein](https://www.facebook.com/sonicdrivein) or on [Twitter @sonicdrive_in](https://twitter.com/sonicdrive_in).

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20131002005267/en/>

According to the [Institute of Food Science and Technology](#), the texture of food plays a large role in enjoyment of a meal. This means crunchy foods — like SONIC's Super Crunch Chicken Strips — appeal to all of the senses, resulting in a snack or meal that looks, feels, smells, tastes and sounds satisfying and delicious.

"Texture and taste were our primary considerations as we explored new ways to appeal to the growing demand for chicken menu items," said Chef Claes Petersson, vice president of product innovation at Sonic. "The Super Crunch Chicken Strips are double-breaded, giving them a crispy crunch, which adds more flavor. Combined with the juicy and tender chicken on the inside, these two textures work together for a new kind of chicken strip experience that is great for a full meal or as a snack."

To keep things interesting, try the Super Crunch Chicken Strips with any of SONIC's

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