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SONIC® Brings the Heat - Introduces Spicy New Menu Items

New chicken sandwiches, burger and breakfast burrito satisfy spicy cravings all day

OKLAHOMA CITY--(BUSINESS WIRE)-- Today, [SONIC Drive-In](#) (NASDAQ: SONC) unveiled a new lineup of spicy menu items, and they mean *spicy*, that seek to meet the growing consumer demand for fiery foods. The new lineup includes the Classic Spicy Chicken Sandwich, Island Fire™ Spicy Chicken Sandwich, Island Fire™ SuperSONIC® Cheeseburger and Southwest Chipotle Breakfast Burrito.



SONIC's new Island Fire™ Spicy Chicken Sandwich features a 100 percent all-white meat crispy chicken breast filet seasoned with a spicy cayenne pepper blend, crisp lettuce, hand sliced tomato, mayo and a sweet and spicy habanero sauce atop a toasted ciabatta bun. (Photo: Business Wire)

For burger lovers, the Island Fire™ SuperSONIC® Cheeseburger is made with 100 percent pure beef patties, featuring smokey cheddar and pepper jack cheeses, crisp bacon, fresh lettuce, hand-sliced tomato and a sweet and spicy habanero sauce on a warm, toasted bakery bun.

To satisfy cravings for spicy at all times of the day, SONIC is also introducing the new Southwest Chipotle Breakfast Burrito with smoked chipotle sauce and fire-roasted red and green peppers to help bring a little more spice to breakfast time.

Along with the entire SONIC menu, the new spicy menu items are available all day, but only for a limited time. Try them 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

Restaurant trade magazine *Nation's Restaurant News* reported in June on the [spicy food trend](#), citing a study that found hot or spicy foods appealed to 48 percent of American consumers. In addition, over 55 percent of those ages 25 to 44 ranked their preferred level of heat at a seven or higher on a scale of one to 10.

"With these new spicy menu items we really want our customers to experience the addictive thrill of spice," said Chef Claes Petersson, vice president of product innovation at Sonic. "We've created the perfect combination of spice and flavor that will have our customer's taste buds tingling as each bite brings a flavorful thrill."

The Classic Spicy Chicken Sandwich is a kicked-up classic, featuring 100 percent all-white meat crispy chicken breast filet seasoned with a spicy cayenne pepper blend, crisp lettuce, hand sliced tomato and mayo atop a toasted ciabatta bun. For the more daring, the Island Fire™ Spicy Chicken Sandwich include a sweet and spicy habanero sauce on top of the spicy chicken breast filet for a completely new and exotic chicken experience.

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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