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SONIC Gives Fries a Makeover - Introduces New, Natural-Cut Fries

SONIC's New Natural-Cut Fries Are Crispier, Fluffier, and a 'Cut' above the Rest

OKLAHOMA CITY--(BUSINESS WIRE)-- The choice between SONIC's Tots and Fries just got a whole lot tougher, as [SONIC® Drive-In](#) (NASDAQ:SONC) today announced the launch of its new Natural-Cut Fries. Made from whole russet potatoes, the new natural-cut, 'skin-on' fry offers guests a higher quality fry with a crispy crunch to delight the senses.



SONIC guests can order the new Natural-Cut Fries at all participating SONIC Drive-In locations nationwide. Available as part of a combo or on their own, the new Natural-Cut Fries seek to challenge SONIC's signature Tots for most popular side at the Drive-In.

In developing the new Natural-Cut Fries, SONIC conducted extensive consumer research over the course of several months. Test market research has shown that consumers score the new Natural-Cut Fry higher than SONIC's original fries in all key taste attributes including quality, crispness, texture and overall product rating.

SONIC(R) Drive-In today announced the launch of its new Natural-Cut Fries. Made from whole russet potatoes, the new natural-cut, 'skin-on' fry offers guests a higher quality fry with a crispy crunch to delight the senses. (Photo: Business Wire)

"At SONIC, we constantly work to ensure that our customers are served delicious food using only the highest quality ingredients," said Chef

Claes Petersson, vice president of product innovation at Sonic. "Fries are a staple at any quick service restaurant, so we have worked to create a natural-cut, skin-on fry that delivers lots of flavor while maintaining the crispy but fluffy texture our customers desire."

Try SONIC's new Natural-Cut Fries as a combo with any SONIC order for one flavor-packed meal, or snack on them any time of day with a delicious Cherry Limeade.

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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