



January 30, 2014

## SONIC Announces the Return of Pretzel Dogs - With a Twist

*Introduces new Chili Cheese Pretzel Dog to lineup*

OKLAHOMA CITY--(BUSINESS WIRE)-- [SONIC® Drive-In](#) (NASDAQ: SONC), the nation's largest chain of drive-in restaurants, today announced Pretzel Dogs are back by popular demand. In addition to the Cheesy Bacon Pretzel Dog and Original Pretzel Dog, SONIC is thrilled to introduce the new Chili Cheese Pretzel Dog to their lineup of delicious and unique hot dog options.



"The customer demand for our Pretzel Dogs last summer blew our sales projections away, selling four times more than anticipated," said James O'Reilly, chief marketing officer at Sonic Corp. "We've been serving premium hot dogs for a few years now and they have always done well for us, but the introduction of the Pretzel bun at the start of its popularity really pushed the Pretzel Dog beyond expectations. Though it started as a limited-time offering, our consumers loved it so much that we knew we had to bring back the Pretzel Dog with a new twist."

The new Chili Cheese Pretzel Dog, topped with SONIC's signature chili and melted cheese, gives customers the best of both worlds and marries two delicious and iconic flavors in an unexpected way. The Chili Cheese Pretzel Dog joins the Cheesy Bacon Pretzel Dog, topped with crisp bacon, grilled onions and warm melted cheese sauce, and the Original Pretzel Dog, topped with classic yellow mustard.

SONIC Drive-In's new Chili Cheese Pretzel Dog, topped with SONIC's signature chili and melted cheese, gives customers the best of both worlds and marries two delicious and iconic flavors in an unexpected way. (Photo: Business Wire) Pretzel Dog and Original Pretzel Dog on July 1, 2013. They were so popular initially that sales ballooned to four times original projections.

SONIC first launched their Cheesy Bacon

"We take great pride in serving high-quality menu items that start with classic flavors - like chili and cheese - and add something special," said Chef Claes Petersson, vice president of product innovation of Sonic Corp. "You can see our commitment to quality throughout our menu, especially with our Pretzel Dogs, which offer the quality you might associate with a casual dining experience in a fast food format."

All of SONIC's Pretzel Dogs feature 100 percent premium beef hot dogs, nestled in a warm, soft pretzel bun. All three are available through February at participating SONIC Drive-Ins nationwide.

Along with the entire SONIC menu, Pretzel Dogs 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 2013 Temkin Experience Ratings report. For more information about Sonic Corp. (NASDAQ/NM: SONC) and its subsidiaries,

please visit [sonicdrivein.com](http://sonicdrivein.com). Customers can also connect with SONIC at [facebook.com/sonicdrivein](https://facebook.com/sonicdrivein) or on [Twitter @sonicdrive\\_in](https://twitter.com/sonicdrive_in).

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Source: SONIC Drive-In

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