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## SONIC Drive-In Introduces New Shake Flavors That Are No Joke

*There's no fooling, SONIC's new Real Ice Cream Shake flavors add even more variety to the drive-in's dessert lineup*

OKLAHOMA CITY--(BUSINESS WIRE)-- Yesterday, April 1, [SONIC® Drive-In](#) (NASDAQ: SONC) announced the [Kale Cream Pie Shake](#) to unsuspecting fans... well, April Fools! Though kale is a food trend that can't be ignored, SONIC is going in a different creative direction as it brings back Summer of Shakes for the second year. Last year's daring Peanut Butter and Bacon Shake was the unexpected star, but three new flavors for 2014 are equally as exciting, including OREO® Peanut Butter, Salted Caramel and Chocolate Covered Jalapeño. Now those are no joke! A great value any time of day, these three masterfully mixed shakes, along with 22 other flavors, will be available for half price after 8 p.m. all summer long beginning April 28.

[Click to Tweet:](#) Chocolate Covered Jalapeño, OREO Peanut Butter and Salted Caramel among @sonicdrivein's new #SummerofShakes flavors!



"Despite the April Fools' play on a kale shake, SONIC is serious about delivering innovative frozen desserts to guests at a level of quality not usually seen at fast-food restaurants," said Chef Claes Petersson, vice president of product innovation at Sonic. "After months of testing interesting but still delicious flavor combinations, we've created some seriously enticing shake flavors. Salted Caramel is a wonderful trend we were happy to embrace, and Chocolate Covered Jalapeño is a bold and fun twist on chocolate dipped fruit flavors - and who doesn't love the sound of OREO Peanut Butter?"

Creative combinations are what SONIC does best, like the new OREO Peanut Butter Shake made with the world's favorite cookie and smooth peanut butter. Spicy fans may dare to try the Chocolate Covered Jalapeño Shake, which mixes Real Ice Cream with rich chocolate sauce and spicy jalapeño. Trendy foodies will love the Salted Caramel Shake - a sweet and salty combination with a gourmet twist.

Don't let our April Fools' Day joke get to you, because this year's Summer of Shakes offers a serious assortment of flavors that all SONIC Shake fans can celebrate. Every flavor is hand-mixed to order with SONIC's famous rich and creamy Real Ice Cream for an ideal treat on a hot day. SONIC's Summer of Shakes will launch later this month with more flavors than you can shake a straw at!

### **About SONIC, America's Drive-In**

SONIC, America's Drive-In, is the nation's largest drive-in restaurant chain serving more than 3 million customers every day. Nearly 90 percent of SONIC's 3,500 drive-in locations are owned and operated by local business men and women. Over the past 60 years, SONIC has delighted guests with signature menu items, more than 1 million drink combinations and friendly service by iconic Carhops. SONIC received top honors as America's "#1 burger quick service restaurant," ranking in the top 5 of all brands in the 2014 Temkin Experience Ratings report. To learn more about Sonic Corp. (NASDAQ/NM: SONC), please visit [sonicdrivein.com](http://sonicdrivein.com) or follow us on [Facebook](#) and [Twitter](#).

SONIC Drive-In is bringing back the Summer of Shakes, featuring 25 exciting flavors including Chocolate Covered Jalapeño. (Photo: Business Wire)

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