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## SONIC Offers a Unique Take on a Fan Favorite with the Cheesy Bread Dogs™

*Cheese enthusiasts anticipate the newest member of SONIC's hot dog lineup, offering the largest variety of hot dogs among national QSR chains*

OKLAHOMA CITY--(BUSINESS WIRE)-- [SONIC® Drive-In](#) (NASDAQ: SONC) today announced the launch of Cheesy Bread Dogs, a tasty twist on the traditional hot dog with cheese baked right onto the warm, soft hot dog bun. SONIC's Ultimate Cheese and Bacon Cheesy Bread Dog and the Garlic Parmesan Cheesy Bread Dog are a cheese lover's dream, adding to the already impressive lineup of hot dog options at America's Favorite Drive-In.



SONIC's Ultimate Cheese and Bacon Cheesy Bread Dog and the Garlic Parmesan Cheesy Bread Dog are a cheese lover's dream, adding to the already impressive lineup of hot dog options at America's Favorite Drive-In. (Photo: Business Wire)

iconic summer meal."

Hot dog fans across the country know and love the dogs at the drive-in, and no other national fast food restaurant provides as many hot dog options to please a summer palate\*. SONIC created the Cheesy Bread Dog to give food adventurers a way to experiment with familiar favorite menu items, whether they seek the hot dog they knew from their childhood or are trying to beef up their hot dog game with new and creative flavor combinations.

Both of the Cheesy Bread Dog options pair well with an icy Slush or creamy Shake to make a crave-worthy drive-in meal perfect for a hot day or fun night. Along with the entire SONIC menu, Cheesy Bread Dogs are available all day, but only for a limited time.

\* Based on online research of QSRs serving hot dogs with a significant national presence

### **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](#).

The two new adventurous offerings are sure to satisfy any summer hot dog cravings. The Ultimate Cheese and Bacon Cheesy Bread Dog takes a warm, soft hot dog bun with cheddar cheese baked right on it and tops the 100 percent pure beef dog with melty cheddar cheese sauce and crispy bacon. The Garlic Parmesan Cheesy Bread Dog takes the same delicious pure beef dog and warm cheddar bun and adds zesty Garlic Parmesan Sauce and grilled onions for those who like a little zing with their dogs.

"It's become tradition at SONIC to put a non-traditional spin on a fan-favorite item, and the Cheesy Bread Dogs are no exception," said James O'Reilly, chief brand officer at Sonic Corp. "Our premium hot dogs are a staple for many of our guests, and we always strive to come up with creative additions or unique enhancements that will keep our menu exciting. The Cheesy Bread Dog will appeal to anyone who pulls up to the drive-in, whether they're looking for something new or just craving an

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140701005117/en/>

for SONIC Drive-In  
Leah Spector, 512-542-2804  
[Leah.spector@cohnwolfe.com](mailto:Leah.spector@cohnwolfe.com)

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