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SONIC Reinforces Focus on Food with New Culinary Innovation Center

Menu innovation a key element in SONIC's overall growth strategy

OKLAHOMA CITY--(BUSINESS WIRE)-- [SONIC® Drive-In](#) (NASDAQ: SONC) today announced the opening of its brand new Culinary Innovation Center, a state-of-the-art venue where SONIC's culinary experts will test ideas, equipment, recipes and products to create the delicious and distinct drinks, snacks, entrees and desserts customers love and expect. The new facility is an important component in fueling SONIC's overall growth strategy including its goal of 1,000 new drive-ins in 10 years.



Chef Claes Petersson, vice president of product innovation at Sonic, getting to work in the new Culinary Innovation Center, based at the company's headquarters in Oklahoma City, Okla. (Photo: Business Wire) broadcast training, food demos, interviews and more.

"SONIC is generating strong sales growth, and we are looking to build on that momentum," said Clifford Hudson, chairman, chief executive officer and president of Sonic Corp. "The quality and uniqueness of our food are big reasons for our success, and we've invested more than \$1 million into the new Culinary Innovation Center to ensure our chefs have access to some of the best equipment in one of the nicest facilities in the industry to continue the great work they're doing, driving our business forward with delicious, innovative food."

The Culinary Innovation Center is comprised of: a culinary kitchen with the newest tools and equipment necessary to facilitate creative development and new product ideation; a replicated SONIC kitchen to test new products and equipment in a real-world scenario; a 40-seat dining room for presentations, meetings, consumer research and more; a six-seat bar area for collaboration and drink innovation; and installed cameras allowing chefs to

"Though the Culinary Innovation Center will obviously benefit our team of chefs, we built it to support many elements of the SONIC business, including marketing, operations, supply chain and training," said Chef Claes Petersson, vice president of product innovation at Sonic. "It will not only make our culinary team more efficient and effective in what we do, but will also serve as a uniquely SONIC space where all aspects of our company can collaborate and work together toward our collective goals. This culinary epicenter is a symbol of SONIC's commitment to creative innovation and quality, and a sign of our continued success."

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 or follow us on [Facebook](#) and [Twitter](#).

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