



March 5, 2015

SONIC® Brings the Heat with New Spicy Super Crunch™ Chicken Strips

All White-Meat Chicken Strips Available A La Carte or as a Dinner

OKLAHOMA CITY--(BUSINESS WIRE)-- [SONIC® Drive-In](#) (NASDAQ: SONC) is bringing a little kick with a lot of attitude to its menu lineup with the introduction of the new Spicy Super Crunch Chicken Strips. These all white-meat chicken strips offer an addictive thrill of spice with each crispy bite for a mouthwatering snack or meal any time of day at the drive-in, on the go, or at home.



"Our Super Crunch Chicken Strips are a popular choice among our many chicken menu offerings, and we're seeing a growing interest in spicy flavor profiles, so adding spice was the right tweak to appeal to our adventurous foodie guests," said Chef Claes Petersson, vice president of product innovation for SONIC. "With each bite of the new spicy chicken strips, you experience a satisfying crunch from the extra-crispy texture, combined with the juicy and tender chicken and then topped with a complex spice note that really hits the spot."

The new Spicy Super Crunch Chicken Strips are juicy all-white meat strips packed with spice and flavor for a big satisfying crunch. Guests can dip each crispy strip in one of SONIC's classic dipping sauces like Ranch, Honey Mustard or Hickory BBQ.

SONIC's New Spicy Super Crunch Chicken Strips (Photo: Business Wire)

SONIC guests can pair the new Spicy Super Crunch Chicken Strips with Tots and a Sunshine Berry Splash for one flavor-packed experience at the drive-in, or try a Spicy Super Crunch Chicken Strip Dinner, including warm Texas Toast, golden Tots, topped with a single handmade Onion Ring and served with your choice of Ranch, Honey Mustard or Hickory BBQ dipping sauce. These spicy strips are only available for a limited time, so get them while they're hot!

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 1.3 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](#).

SONC-M

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150305005023/en/>

for SONIC Drive-In
Matthew Young, 512-542-2802
Matthew.Young@cohnwolfe.com
or

Christi Woodworth, 405-225-5602
Vice President of Public Relations
Christi.Woodworth@sonicdrivein.com

Source: SONIC Drive-In

News Provided by Acquire Media