



February 4, 2016

SONIC® Focuses on Breakfast Quality with Launch of Green Mountain Coffee®

Launches With New Breakfast Express Deal

OKLAHOMA CITY--(BUSINESS WIRE)-- [SONIC Drive-In](#) (NASDAQ: SONC), the nation's largest chain of drive-in restaurants, is raising the bar for breakfast quality by announcing a partnership with Keurig Green Mountain, Inc. (NASDAQ: GMCR), a personal beverage system company, to offer hot, fresh Green Mountain Coffee®. The addition of Green Mountain Coffee® to SONIC's popular breakfast lineup represents SONIC's latest step towards creating new distinctively delicious beverages, for every guest's taste preference.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20160204005293/en/>



To complement the launch of Green Mountain Coffee® at its drive-ins, SONIC invites guests to kick start their day the right way with a new Breakfast Express deal, featuring a Breakfast Burrito and a Green Mountain Coffee® or fountain drink for only \$3, ready in two minutes guaranteed.*

"SONIC takes pride in offering one of the best breakfast lineups in the industry and we continually seek new ways to provide our guests the best quality and value in new and innovative ways," said Scott Uehlein, vice president of product innovation and development for SONIC. "When it comes to sourcing and roasting the finest coffee available, the Green Mountain Coffee brand is second to none. Value, quality and speedy service are several of the cornerstones of the SONIC brand's commitment to its customers, and this new partnership and Breakfast Express deal raise the bar in the ongoing QSR breakfast wars."

SONIC bolsters its breakfast offering by launching the partnership with Green Mountain Coffee®, a brand that prides itself in roasting the highest quality coffee in the world while building strong, lasting

Green Mountain Coffee® (Photo: Business Wire)

relationships with the farmers who grow it. SONIC guests will now be treated to a smooth, aromatic and mild blend from Green Mountain Coffee®, made exclusively from 100 percent Arabica specialty grade Fair Trade Certified™ coffee beans, from Central and South America.

Founded in 1981 in Waitsfield Vermont, Green Mountain Coffee® has grown from a local coffee shop to America's #1 Single Serve Coffee Brand¹.

Made with scrambled eggs, melty cheddar cheese and crispy bacon or savory sausage, all wrapped in a warm flour tortilla, SONIC Breakfast Burritos are one of the most popular items on the brand's breakfast menu. Pair with a Green Mountain Coffee® or fountain drink for \$3 in two minutes or less for a morning kick-start you can only get at SONIC.

Guests can enjoy the perfect brew to start the day or perk up in the afternoon since SONIC's entire breakfast menu is available all day.

* Tax not included. Offer applies to one Breakfast Burrito and one Green Mountain Coffee®, Soft Drink, Iced Tea or Limeade only. Excludes orders containing additional items, substitutions or Add-Ins and Add-Ons. For a limited time only at participating SONIC Drive-Ins. See menu for details.

¹ IRI Infoscan data, Single Cup Coffee Sub-Category, Total U.S.- IRI Multi Outlet, 52 week period ending 12/20/15

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 more than 60 years, SONIC has delighted guests with signature menu items, more than 1.3 million drink combinations and friendly service by iconic Carhops. Since the 2009 launch of SONIC's [Limeades for Learning](#) philanthropic campaign in partnership with DonorsChoose.org, SONIC has donated more than \$5 million to public school teachers nationwide to fund essential learning materials and innovative teaching resources to inspire creativity and learning in today's youth. To learn more about Sonic Corp. (NASDAQ/NM: SONC), please visit [sonicdrivein.com](#) and please visit or follow us on [Facebook](#) and [Twitter](#). To learn more about SONIC's Limeades for Learning initiative, please visit [Limeadesforlearning.com](#).

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Source: SONIC Drive-In

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