



August 29, 2016

Dessert Gets Upgraded with SONIC's New Blast Flavor Funnels

America's Drive-In to add innovative twist to Blast line-up

OKLAHOMA CITY--(BUSINESS WIRE)-- [SONIC® Drive-In](http://www.businesswire.com/news/home/20160829005247/en/) (NASDAQ:SONC) introduces an irresistible new way to indulge your sweet tooth with SONIC Blast® Flavor Funnels. Take the Blasts you love to the next level with a funnel of creamy OREO® stuffing, peanut butter, caramel or chocolate filled right down the middle from top to bottom.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20160829005247/en/>



SONIC Snickers® Bars and Caramel Funnel (Photo: Business Wire)
revolutionary taste sensation for yourself.

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

With Blast Flavor Funnels, a delectable funnel of flavor at the center is surrounded by hand-mixed Real Ice cream making each Blast a treat within a treat.

"Our Flavor Funnels create an experience that give our guests even more of the premium ingredients they have come to expect from a SONIC dessert all the way down the middle," said Scott Uehlein, vice president of product innovation & development for SONIC. "It's a whole new way to savor a SONIC Blast, with more of what you love in every bite."

Flavor Funnels are available in five Blast offerings: SONIC Blast made with Snickers® Bars and Caramel Funnel; SONIC Blast made with Butterfinger® pieces and Caramel Funnel; SONIC Blast made with Oreo® cookie pieces and Oreo® Stuffing Funnel; SONIC Blast made with M&Ms® Chocolate candies and Chocolate Funnel and SONIC Blast made with Reese's® Peanut Butter Cups and Peanut Butter Funnel. Or, add a Flavor Funnel to any of SONIC's Blasts to create a custom dessert with your favorite flavors in each bite.

SONIC Blast Flavor Funnels are only here for a limited time, so stop by your local drive-in soon to experience the

[Twitter](#). To learn more about SONIC's Limeades for Learning initiative, please visit Limeadesforlearning.com.

SONC-M

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20160829005247/en/>

for SONIC

Matthew Young, 512-542-2802

Matthew.Young@cohnwolfe.com

Source: SONIC

News Provided by Acquire Media