

Sonic Corp. Logo

SONIC's Sweet Pretzel Twist is a Snack Masterpiece

October 29, 2018

Served with cream cheese frosting, SONIC's delicious soft pretzel gets a cinnamon-sugar update

OKLAHOMA CITY--(BUSINESS WIRE)--Oct. 29, 2018-- Why choose between savory and sweet when you can have both? As one of the only fast-food restaurants offering a soft pretzel, [SONIC® Drive-In](#) (NASDAQ: SONC) is expanding its snack lineup with the Sweet Pretzel Twist, a cinnamon-sugar take on the popular salted Soft Pretzel Twist.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20181029005065/en/>



Instead of savory salt, the sweet version of the Soft Pretzel Twist is dusted with a delightful sprinkling of cinnamon-sugar on top of soft, buttered and golden-brown dough. The Sweet Pretzel Twist is served with a creamy side of sweet cream cheese frosting to satisfy those cravings that hit at all times of the day.

“There’s nothing like biting into our pretzel, now with cinnamon-sugar clinging to the butter-brushed dough – it’s a flavor combination that is so familiar, yet renewed in this twisted pretzel format,” said Scott Uehlein, vice president of product innovation and development for SONIC. “The savory version of the Soft Pretzel Twist is so popular because it’s a perfect snack or side. Our guests are busy, and they don’t always have the time or desire to sit down and enjoy a full meal. Now with the addition of our Sweet Pretzel Twist, we’re able to offer even more snackable options to satisfy any sweet or salty

SONIC Drive-In Sweet Pretzel Twist (Photo: Business Wire)

craving.”

Guests can stop by their nearest SONIC Drive-In to try the Sweet Pretzel Twist for just \$1.99 all day long until supplies last*.

**Tax not included. See menu for details. For a limited time only at participating SONIC® Drive-Ins.*

About SONIC, America's Drive-In

SONIC, America's Drive-In is the nation's largest drive-in restaurant chain serving approximately 3 million customers every day. Ninety-five percent of SONIC's more than 3,600 drive-ins are owned by local business men and women. For 65 years, SONIC has delighted guests with signature menu items, 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 \$10.4 million to public school teachers nationwide to fund essential learning materials and innovative teaching resources to inspire creativity and learning in their students. To learn more about Sonic Corp. (NASDAQ/NM: SONC), please visit sonicdrivein.com and please visit or follow us on [Facebook](#), [Twitter](#) and [Instagram](#). To learn more about SONIC's Limeades for Learning, please visit LimeadesforLearning.com.

SONC-M

View source version on businesswire.com: <https://www.businesswire.com/news/home/20181029005065/en/>

Source: SONIC Drive-In

for SONIC Drive-In

Rachel Shin, 512-542-2827

Rachel.Shin@CohnWolfe.com