

Sonic Corp. Logo

SONIC's New Steakhouse Bacon Cheeseburger Brings Steakhouse Sizzle to the Drive-in

November 28, 2018

New burger features premium ingredients and classic flavors

OKLAHOMA CITY--(BUSINESS WIRE)--Nov. 28, 2018-- [SONIC® Drive-In](https://www.businesswire.com/news/home/20181128005008/en/) (NASDAQ: SONC) adds a new Steakhouse Bacon Cheeseburger so you can enjoy the classic sizzling flavors of a steakhouse burger from the comfort of your own car. Complete with tasty ingredients you might expect from a traditional steakhouse, SONIC's new Steakhouse Bacon Cheeseburger elevates the quintessential drive-in favorite to an entirely new experience.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20181128005008/en/>



Preserving the careful attention required to create the perfect combination of a tender and juicy steakhouse burger, the SONIC Steakhouse Bacon Cheeseburger is made with a quarter-pound 100-percent pure beef patty; creamy cheese; crisp, savory bacon and aromatic grilled onions. The Steakhouse Bacon Cheeseburger is topped with a smoky black pepper mayo and served in a fluffy, bakery-style brioche bun.

"There's a burger for every mood, and sometimes, our guests crave a burger with savory layers of flavor you could only find at a steakhouse – until now," said Scott Uehlein, vice president of product innovation and development for SONIC. "We took the classic cheeseburger and curated the right combination of high-quality ingredients to replicate the same juicy flavors without steakhouse prices."

SONIC Drive-In's new Steakhouse Bacon Cheeseburger (Photo: Business Wire)

Guests can get their hands on the SONIC Steakhouse Bacon Cheeseburger with medium Tots for just \$4.99 while supplies last*.

With the Sonic app, guests are First in Line Every Time and SONIC drinks and Slushes are half-price any time guests Order Ahead**. The SONIC app is free to download, and available in the Apple App Store and Google Play Store.

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

Tax not included. See menu for details. **Get ½ price drinks every time you order ahead in the SONIC® app. Includes Soft Drinks, Iced Teas, regular Lemonades and Limeades, Frozen Lemonades and Limeades, Ocean Water®, and Famous, Real Fruit and Candy Slushes. Add-Ins cost extra. Excludes Mini size, combos, Wacky Pack® Kids Meals and other offers. Discount based on menu price. Order Ahead available only at select locations. For a limited time only at participating SONIC® Drive-Ins. TM and ©2018 America's Drive-In Brand Properties LLC

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 \$11.7 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](https://www.facebook.com/sonicdrivein), [Twitter](https://twitter.com/sonicdrivein) and [Instagram](https://www.instagram.com/sonicdrivein). To learn more about SONIC's Limeades for Learning, please visit [Limeadesforlearning.com](http://limeadesforlearning.com).

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