



**For Immediate Release**

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## **Sonic Drive-In Recognizes Customer Service Excellence**

*Sonic Drive-Ins Across the Nation Compete for Top Honors at the  
8<sup>th</sup> Annual Dr Pepper Sonic Games*

(OKLAHOMA CITY) – As athletes worldwide prepared to compete in the 2002 Winter Olympic Games, a select group of 10 Sonic Drive-In crews followed a strict training regimen to qualify for the eighth annual Dr Pepper Sonic Games, Jan. 28 and 29, 2002 in Las Vegas.

After two days of rigorous competition between qualifying teams from across the Sonic system, the Phoenix Sonic Drive-In, 3330 E. Thomas, emerged as the Gold Medal winner in the Team Competition, making it the top Sonic Drive-In in the nation.

“Our team is thrilled to bring home the gold medal from the Dr Pepper Sonic Games,” said Ivy Nelson, manager of the winning Phoenix team. “We worked very hard and it was a great experience to be part of the Games.”

Christi Ruiz, Duncanville, Texas, took home the gold in the Carhop Competition. “I did the same thing I do every day that I work at Sonic – deliver orders as quickly as possible in a friendly way,” said Ruiz.

The Dr Pepper Sonic Games were created to motivate employees and enhance their performance and customer service skills. Sonic Drive-In uses this program to maintain its status as a preferred employer by making crew members proud of their job while enhancing customer service.

“Because Sonic offers such a differentiated menu and service delivery system, having well-trained, enthusiastic and motivated crew members is a number one priority for us,” said Pattye Moore, president of Sonic Corp. Sonic Games is one of the most exciting and unique programs in our industry because it provides training, focus on customer service and great rewards in a way that is competitive and fun.”

The Dr Pepper Sonic Games received top honors in the 2000 *Industry of Choice Awards* given at the Multi-Unit Foodservice Operators (MUFSO) Conference in the Training and Education categories. The awards were created to acknowledge restaurants that are enhancing employee satisfaction, making the restaurant industry an Industry of Choice.

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The competition at each individual drive-in consists of crew members competing at six basic stations: Fountain (drink preparation), Carhop (food delivery), Dresser, Grill and Swamp (food preparation) and Switchboard (service delivery). Crew members at each station competed separately through written quizzes and action trials.

As individual contests are conducted, the entire drive-in competes head-to-head with other Sonic Drive-Ins through mystery shops. An independent organization specializing in anonymously rating, or mystery shopping, the quality of a company's customer service, visits and scores the service at each participating drive-in. Each drive-in is judged on specific objective criteria based on its importance to the customer.

Sonic, which specializes in made-to-order fast food, is known for its specialty menu items and personal Carhop service. Popular menu items include Toaster Sandwiches (Chicken Club and Bacon Cheddar Burger on thick Texas Toast), Extra-Long Cheese Cones (hot dogs with chili and cheese), hamburgers, fresh-made Onion Rings, Tater Tots and a variety of Frozen and Fountain Favorites™ such as Cream Pie Shakes and Cherry Limeades.

Sonic started as a hamburger and root beer stand in 1953 in Shawnee, Okla., and has grown to more than 2,400 drive-ins in 30 states. Sonic is the nation's largest chain of drive-in restaurants and more than three-quarters of a million people eat at Sonic Drive-Ins every day. For more information about Sonic Corp. and its subsidiaries, visit Sonic on the Internet at [www.sonicdrivein.com](http://www.sonicdrivein.com).

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Editor's Note: For individual crew information and photos, please contact Christina Bell at 816-512-9484.