



# News Release

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**FOR IMMEDIATE RELEASE**

**April 8, 2019**

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**SONIC Drive-In to preview newest menu items at MOSCHINO's Desert Party,  
Phoenix, and Dallas**

*America's Drive-In goes on tour with exclusive treats starting April 13*

(OKLAHOMA CITY) – [SONIC® Drive-In](#) is kicking off summer and offering guests the opportunity to savor three delicious menu items – the energizing Red Bull® Slush, OREO® Cookie Ice Cream Sandwiches and Chocolate Chip Cookie Ice Cream Sandwiches made with Nestle Tollhouse Semi-Sweet Morsels – at special events in a limited number of cities. On Saturday, April 13, SONIC, with a 15-foot food truck in tow, starts its journey in Indio, Calif. for MOSCHINO's annual Desert Party, an epic afterparty for festival-goers. As MOSCHINO's sole food partner, SONIC ventures into the fashion world to provide high-profile guests with a first taste of new treats only found at SONIC. The expedition continues to Phoenix and Dallas, where SONIC super fans can celebrate the newest creations at block parties sure to get everyone feeling the summer vibe.

“At SONIC, we're bringing high energy to MOSCHINO's famous Desert Party to celebrate summer early, and then extending that special experience to Phoenix and Dallas with some of our latest delicious and most playful creations,” said Lori Abou Habib, chief marketing officer. “When we learned that Jeremy Scott, MOSCHINO's creative director, is a SONIC fan, we knew this was a match made in festival heaven! Our brand personality and passion for innovation directly aligns with MOSCHINO's, which makes this partnership the perfect kick off to warm, summer days and nights.”

By partnering with luxury fashion brand [MOSCHINO](#), SONIC combines its bold flavors and the clothing empire's bold aesthetic to offer an immersive, one-of-a-kind experience for attendees to kick-back after a long day at the exhilarating live music and arts festival. The invitation-only party, now in its 12<sup>th</sup> year, attracts a bevy of music, fashion, entertainment and social icons, and SONIC's menu is sure to satisfy their late-night cravings.

Red Bull Slushes are essential to energizing the party until the early morning, providing a cool rush with the iconic Red Bull Flavor in frozen, icy Slush form two weeks before they are available at SONIC Drive-Ins nationwide. Enriching the experience further, party guests may



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also delight their taste buds with the new SONIC Ice Cream Cookie Sandwiches as well as other snacks only offered at the party.

After a late night in California, SONIC's food truck travels to CityScape Phoenix on Thursday, April 18, and The Truck Yard in Dallas on Thursday, April 25, to allow guests to cool down and seize the summer season with Red Bull Slushes and Ice Cream Cookie Sandwiches. The SONIC Block Parties are free to guests from 2 to 10 p.m. in both markets.

Made with SONIC's famous Real Ice Cream, the Ice Cream Cookie Sandwiches are available now in two varieties at participating drive-ins for a limited time for \$1.49\* after 8 p.m. and \$1.99 throughout the day.

Starting at \$2.99\*, the Red Bull Slush will be available at drive-ins beginning April 29 in two flavors: the traditional famous Red Bull or Cherry Limeade, which combines SONIC's iconic flavor with Red Bull in a slush. Red Bull fans will also be able to order 8.4-ounce cans of Red Bull Energy Drink for just \$2.99\* at participating drive-ins.

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

## **About SONIC, America's Drive-In**

SONIC, founded in 1953, is the largest drive-in restaurant brand in the United States with more than 3,600 restaurants. SONIC is part of the Inspire Brands family of restaurants. For more information, visit [SonicDriveIn.com](http://SonicDriveIn.com) and [InspireBrands.com](http://InspireBrands.com).

## **MOSCHINO**

Italian luxury brand, Moschino was founded in 1983 and rose to the forefront of the international fashion scene through the ironic, tongue-in-cheek designs. In 2013, Jeremy Scott was appointed Creative Director and the brand hit a new high with his unexpected original designs that paid homage to Franco Moschino's original concepts but were infused Scott's unique vision and sartorial wit. Moschino S.p.A. is the owner of the Moschino brands. The company, which was a licensor of AEFPE S.p.A. since from the brand debut in 1983, was acquired by AEFPE S.p.A. in 1999.

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