



# News Release

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**FOR IMMEDIATE RELEASE**

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**SONIC's new BBLT is bringing home the bacon, and then some**

*All that matters is the B in BLT, so America's Drive-In<sup>®</sup> adds 50-percent more to this classic*

(OKLAHOMA CITY) – There's never too much of a good thing when it comes to bacon. That's why [SONIC<sup>®</sup> Drive-In](#) added a twist to an iconic favorite to create the BBLT, a glorious sandwich with so much bacon, there's an extra B.

Made with crispy bacon topped with fresh hand-cut tomatoes, crunchy lettuce, and creamy mayo, piled high on a bakery-soft brioche bun, SONIC's new BBLT has 50-percent more bacon to satisfy every bacon lover's craving.

“With more crispy, savory bacon many of us crave, the BBLT amplifies an all-American classic to offer more of what we love,” said Scott Uehlein, vice president of product innovation and development for SONIC. “Perfect any time, the BBLT will never have you asking for an extra side of bacon again.”

The BBLT is available for a limited time for just \$3.99\* with medium golden Tots. Guests that Order Ahead in the SONIC mobile app can be first in line, every time.

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

**About SONIC 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).

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