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SONIC Adds Pecan Pie to Blast Flavor Funnel Line-Up for the Holiday Season

America's Drive-In to spread holiday cheer with festive new flavor

OKLAHOMA CITY--(BUSINESS WIRE)-- [SONIC® Drive-In](http://www.businesswire.com/news/home/20161101005434/en/) (NASDAQ: SONC) is expanding its line of innovative SONIC Blast® Flavor Funnels with the Holiday Pecan Pie Flavor Funnel. Boasting a rich chocolate funnel all the way down the middle of the new Pecan Pie Master Blast from top to bottom, it's a decadent twist on a seasonal classic.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20161101005434/en/>



Holiday Pecan Pie Flavor Funnel (Photo: Business Wire)

The Holiday Pecan Pie Flavor Funnel offers a new way to enjoy the beloved pecan pie, with hand-mixed Real Ice Cream, delicious pecan pie flavors like brown sugar, real pecans and shortbread all swirling around an irresistible chocolate surprise waiting in the middle.

"Our introduction of Flavor Funnels in August gave our guests more ways to customize their favorite SONIC Blast to create the ultimate dessert experience," said Scott Uehlein, vice president of product innovation & development for SONIC. "The holidays are the perfect time for a SONIC spin on Pecan Pie, which is our Holiday Pecan Pie Flavor Funnel. Adding the flavors of toasted pecans, pecan pie filling and buttery pie crust to a SONIC Blast with chocolate flavor funnel, we've put our own twist to a quintessential holiday favorite."

All SONIC Blast Flavor Funnels, with cores of sweet, creamy goodness in the middle of your favorite Blasts, are perfect treats for the holidays. What says "celebrate" like savoring more of the stuff you love in each bite?

In addition to the SONIC Holiday Pecan Pie Flavor Funnel, Flavor Funnels are available in five other Blast offerings: SONIC Blast made with Snickers® Bars and Caramel Flavor Funnel; SONIC Blast made with Butterfinger® pieces and Caramel Flavor Funnel; SONIC Blast made with Oreo® cookie pieces and Oreo® Stuffing Flavor Funnel; SONIC Blast made with M&Ms® Chocolate candies and Chocolate Flavor Funnel; and SONIC Blast made with Reese's® Peanut Butter Cups and Peanut Butter Flavor Funnel. Or, add a Flavor Funnel to any of SONIC's Blasts for just \$.50* to create a custom dessert with your favorite flavors in each bite.

Flavor Funnels and the Holiday Pecan Pie Flavor Funnel are available for a limited time only at SONIC, so stop by your local drive-in soon this holiday season.

*Tax not included.

About SONIC, America's Drive-In

SONIC, America's Drive-In is the nation's largest drive-in restaurant chain, serving more than 3 million customers every day. Nearly 90 percent of SONIC's 3,500 drive-in locations are owned and operated by local business men and women. Over

more than 60 years, SONIC has delighted guests with signature menu items, more than 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 more than \$6 million to public school teachers nationwide to fund essential learning materials and innovative teaching resources to inspire creativity and learning in today's youth. This year, SONIC announced a \$15 million commitment over the next five years to making a difference in public school classrooms across the country. To learn more about Sonic Corp. (NASDAQ/NM: SONC), please visit [sonicdrivein.com](#) and please visit or follow us on [Facebook](#) and [Twitter](#). To learn more about SONIC's Limeades for Learning initiative, please visit [Limeadesforlearning.com](#).

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for SONIC Drive-In
Matthew Young, 512-542-2802
Matthew.Young@cohnwolfe.com

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