

Sonic Drive-In

America's drive in



Lycée des métiers de l'hôtellerie et du tourisme d'Occitanie de Toulouse

Presentation

Sonic Drive In is an American member of the hamburger segment of fast food restaurants. They only offer drive-in service. The first establishment was founded in Oklahoma City in 1953 by Troy Smith.

In 2011, it was ranked 10th in *QSR Magazine's ranking of the top 50 quick-service and fast-casual restaurant brands in the US.*



What's the concept?



At a standard Sonic Drive-In, a customer drives into a covered drive-in stall, orders through an intercom speaker system, and has the food delivered by a carhop roller-skating. Most drive-ins also have patio seating.

Localisation

- The first establishment was founded in Oklahoma City in 1953 by Troy Smith.
- Today, there are more than 3,500 restaurants in 43 U.S. states, serving approximately 3 million customers per day.



Logo's evolution

1953-1998



1998-

New logo with a slogan :
America's Drive-In



Menu nutrition

The menu consists of some classic fast food items, such as hamburgers, and French fries as well as other "carnival-like" fare such as onion rings, corndogs, and hotdogs. Other items that are special to Sonic's menu include Breakfast Toaster sandwiches (made with Texas toast instead of the typical bun), Cheddar Peppers, and new Flatmelts. Drink options include soft drinks, slushes and milkshake. Customers can combine various drinks and flavors to create thousands of possible drink combinations. Ice-cream desserts include sundaes and banana splits.

BREAKFAST

SERVED ALL DAY

BISTRO Sandwiches

ON A SINKERY-STYLE QUESADILLA BUN
Sausage, Bacon or Ham
with Egg and Cheese

Breakfast Bistro COMBO
Includes your choice of BISTRO Sandwich, Soft Drink or Fries and Reg. Coffee or Milk. Soft Drink.

BREAKFAST Burritos

SuperSONIC® Breakfast Burrito
Crispy Chicken, Eggs, Cheese, Salsa, Tomatoes, Cheddar Cheese and Jalapeno

Sausage, Bacon or Ham
with Egg and Cheese

BURRITO COMBOS

Includes your choice of BISTRO Sandwich, Soft Drink or Fries and Reg. Coffee or Milk. Soft Drink.

SuperSONIC® Breakfast Burrito COMBO
Breakfast Burrito, Soft Drink

TOASTER Sandwiches

ON THICK, FRESH TEXAS TOAST
Sausage, Bacon or Ham
with Egg and Cheese

TOASTER® COMBO
Includes your choice of TOASTER Sandwich, Soft Drink or Fries and Reg. Coffee or Milk. Soft Drink.

French Toast Sticks (4)
New! Thick, Golden French Toast Sticks

YOUR MORNING DRINK STOP!

Fruit Smoothies
Tart, Berry, Apple, Peach, Strawberry or Raspberry

Minute Maid® Juices
Apple, Orange, Lemon-Lime

Coffee
Sonic Sunrise®
Only 10¢ with any Sonic Meal! Orange Juice

Milk Jug (1%) 99¢

BURGERS

100% Pure Beef Hamburgers
Made to order!

SONIC® Burger
On a Fresh, Onion, Lettuce & Tomato with your choice of Mayonnaise, Mustard or Ketchup

SONIC® Cheeseburger
SONIC® Burger with Cheese

SONIC® Bacon Cheeseburger
Mayonnaise, Lettuce, Tomato, Cheese & Bacon

SuperSONIC® Cheeseburger
Hickory Mustard, Ketchup & Dill Pickle

Hickory Burger
Hickory Mustard, Ketchup & Dill Pickle

SuperSONIC® Jalapeno Cheeseburger
Double Meat, Double Cheese, Mustard, Jalapenos & Lettuce

Jr. Burger
Mustard, Ketchup & Dill Pickle

ADD ONS

Add the following to any menu item...

French Fries 99¢

Crunchy Bacon 99¢

Spicy Jalapenos 99¢

Onion Rings 99¢

Chili Cheese 99¢

SALADS & WRAPS

Choose a dressing: Dress, Light Dress, Honey Mustard, Hot Sauce or Creamy Ranch

Grilled Chicken Salad 0.00

Santa Fe Grilled Chicken Salad 0.00
Topped with Black Beans and Corn Pesto Mix

JUMBO POPCORN CHICKEN™ Salad 0.00

Grilled Chicken Wrap 0.00
Four tortilla filled with Grilled Chicken, Lettuce, Tomato & Light Ranch Dressing

Chicken Strip Wrap 0.00
Four tortilla filled with Chicken Strips, Lettuce, Tomato & Light Ranch Dressing

Chili Cheese Wrap 0.00
Four tortilla filled with Frito® Corn Chips, Chili and Cheese. Onions on request.

CHICKEN

Grilled Chicken Sandwich 0.00
Honey Mustard, Lettuce & Tomato

Breaded Chicken Sandwich 0.00
Mayonnaise, Lettuce & Tomato

Chicken Strip Dinner (4) 0.00
French Fries, Onion Ring (1), Swiss Toast & Gravy

JUMBO POPCORN CHICKEN™ 0.00 LG
Served with your choice of Ranchy Honey Mustard or BBQ

KIDS' MEALS

All Kids Meals served with regular French Fries, a Soft Drink or a Sonic® Soft Drink, Apple or Orange Juice and a Dessert.

Jr. Burger, Corn Dog or Grilled Cheese 0.00

Chicken Strips (2) 0.00

Alternate boys available for children under age 3

Full Menu Served All Day . . . Made Fresh For You!
Comments or Suggestions? Ask for a manager or call 866-OK SONIC (866-657-6642)

CONEYS

Ex-Long Cheese Coney 0.00

Ex-Long Slaw Dog 0.00

Corn Dog 0.00

SIDES

We use pure vegetable oil

Onion Rings 0.00

Tots or Fries 0.00

With Cheese 0.00

Mozzarella Sticks (4) 0.00

Ched R'Peppers® (4) 0.00

Ched R'Peppers® (12) 0.00

Fish Sandwich 0.00

FROZEN FAVORITES

SONIC Blast® 0.00

Cream Shakes 0.00

Fruit Smoothies 0.00

Floats/Blended Floats 0.00

Sundaes 0.00

Banana Split 0.00

Sundaes 0.00

YOUR ULTIMATE DRINK STOP

Soft Drinks 0.00

Iced Teas 0.00

Flavored Iced Teas 0.00

Minute Maid® Juices 0.00

SONIC Wax® Bottled Water 0.00

Hot Chocolate 0.00

Specialty Drinks & Slushes

Limeades 0.00

Fruit Smoothies 0.00

Juice Slushes 0.00

Famous Slushes 0.00

Ocean Water 0.00

Website



- Menus
- Members' club
- Social Networks
- News
- Photo album of recent customers
- Finding a restaurant

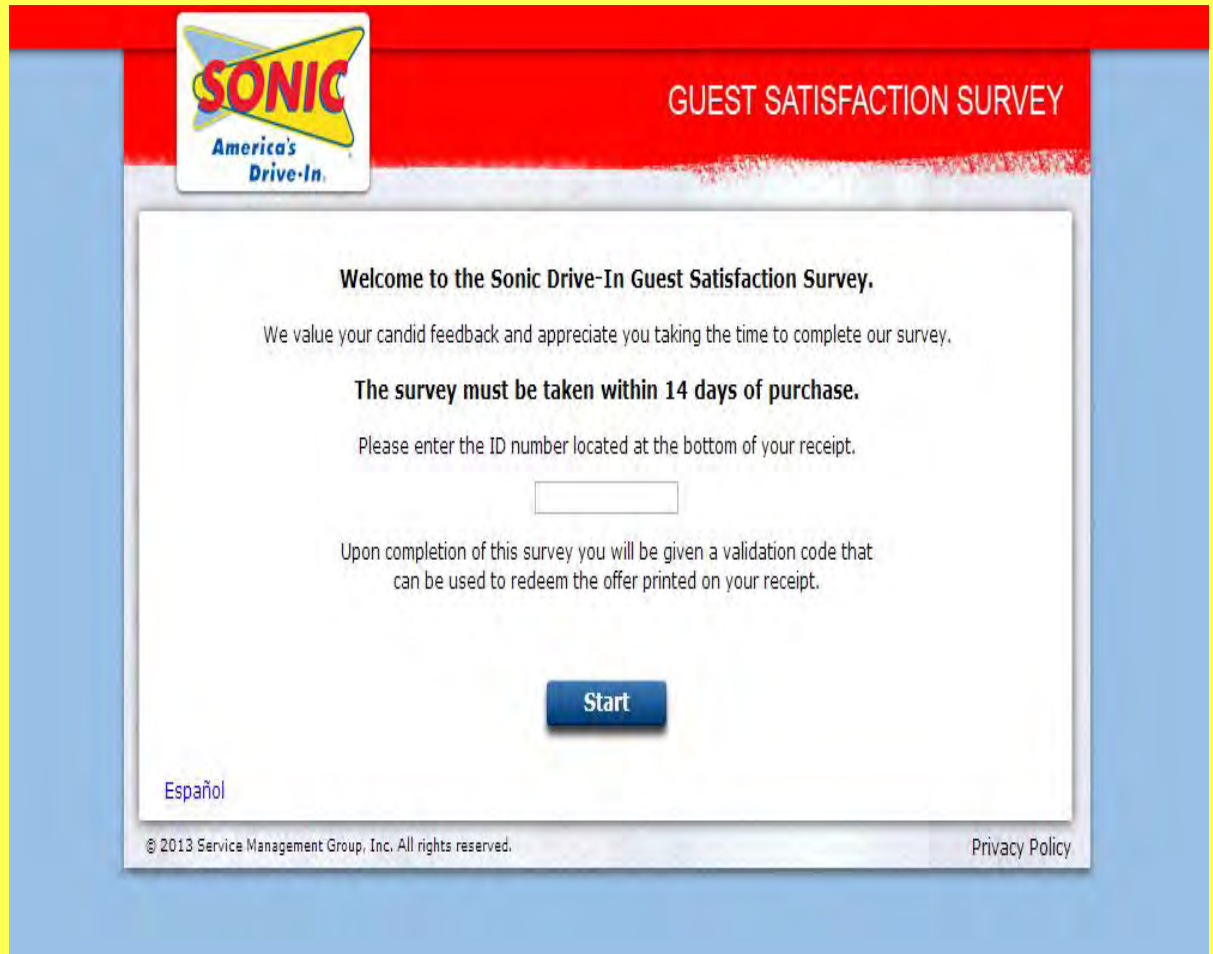
Links to social networks



- facebook
- twitter
- G+
- Pinterest

Satisfaction Questionnaire

- A webpage dedicated to guest satisfaction
- Only accessible with a login found on receipts
- The page is also available in Spanish (presence of an important Hispanic community in the United States)



The screenshot shows the Sonic Drive-In Guest Satisfaction Survey webpage. At the top left is the Sonic Drive-In logo. To the right, the text "GUEST SATISFACTION SURVEY" is displayed. The main content area has a white background with a red border. It contains the following text: "Welcome to the Sonic Drive-In Guest Satisfaction Survey.", "We value your candid feedback and appreciate you taking the time to complete our survey.", "The survey must be taken within 14 days of purchase.", "Please enter the ID number located at the bottom of your receipt." Below this text is a text input field. Further down, it says: "Upon completion of this survey you will be given a validation code that can be used to redeem the offer printed on your receipt." At the bottom of the main content area is a blue "Start" button. Below the button is a link for "Español". At the very bottom of the page, there is a copyright notice: "© 2013 Service Management Group, Inc. All rights reserved." and a link for "Privacy Policy".

SONIC
America's
Drive-In.

GUEST SATISFACTION SURVEY

Welcome to the Sonic Drive-In Guest Satisfaction Survey.

We value your candid feedback and appreciate you taking the time to complete our survey.

The survey must be taken within 14 days of purchase.

Please enter the ID number located at the bottom of your receipt.

Upon completion of this survey you will be given a validation code that can be used to redeem the offer printed on your receipt.

Start


[Español](#)


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Customer Loyalty

- Possibility to join the 'Cruisers Club'

[Sign In](#) • [Join Now](#)

[OUR FOOD](#) [ABOUT](#) [CRUISERS CLUB](#)  [MY SONIC® CARD](#) [KID'S CLUB](#) [FIND A SONIC®](#)




LOVE SONIC & SONIC LOVES YOU BACK

Become a Cruiser!

- **Earn Free Food**
- **Voice Your Opinions**
- **Enjoy Birthday Treats**

Join today to start getting all sorts of **benefits**. Register your My SONIC® card to load and reload it with ease, or upload your own pictures to our website. Join the Cruisers Insight Council™ and have the opportunity to voice your opinions. And, manage your email subscriptions to get cool stuff like a monthly e-newsletter with the latest SONIC news and a surprise for your birthday.



Not a member? [Become a Cruiser](#)

Become a Cruisers Club™ Member

Step 1 of 2

CONTINUE


*Required

Gift card

Sign in | Join Now

OUR FOOD ABOUT CRUISERS CLUB **SONIC** MY SONIC® CARD KID'S CLUB FIND A SONIC®

MY CARDS



The reloadable My SONIC® card makes an attractive addition to any wallet or pocketbook and is handy dandy when you're hungry. Give one as a gift today or just buy one for yourself. Selfish.

ACCESS YOUR ACCOUNT

Check your balance, reload a card, or report a lost or stolen card.

Email Address

Password

SIGN IN

☐ Remember Password

BUY

It spends just like cash at any SONIC® Drive-In. Treat a friend or yourself.

BUY A CARD

REGISTER

Register your card to become a SONIC Cruisers® member.

REGISTER A CARD

RELOAD

Earn free SONIC® food with every reload greater than \$15 or \$25.

RELOAD A CARD

Kid's club

nickname

SIGN IN

JOIN THE CLUB!
LEARN MORE HERE

ABOUT WHAT'S NEW TOT FRIENDS BIRTHDAY CLUB DOWNLOADS FUN & GAMES

PLAY GAMES NOW

SONIC my Wacky Pack .com

TOT-O-MOBILE 3000

CHECK OUT THESE NEW GAMES:

WACKY PUZZLE

SLUSH-O-MATIC

BLUE COCONUT

Happy hour



Billboards

