

Restaurant Research's Concept Benchmark Analysis Report Sonic Drive-In

November 2011

Executive Summary

Sonic Drive-In remains a very unique concept with a fun, retro image that includes car hops and an exciting menu that is not easily duplicated. In core markets, Sonic's fan base exhibits very strong loyalty which manifests in high levels of repeat business. The brand's challenge has been to extend and duplicate this high level of loyalty among new customers and in new markets – a task complicated by economic weakness which works against a brand that speaks to discretionary fun more so than dining necessity. While we do believe Sonic's business model works for the long-term, it does require hard-to-come-by patience for lasting economic improvement and perhaps more of a push from tweaks designed to cope with our currently difficult operating environment.

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Restaurant Research LLC leverages an extensive network of industry players as part of its annual Concept Benchmark Analysis due diligence process for 22 large US restaurant chains. Also, RR tracks store level data for all major chains with system-wide sales in excess of \$1B across all major restaurant segments in order to produce 11 key Industry Data Topic reports. For more information please contact us at info@ChainRestaurantData.com or 203-405-1901.