



June 2021

Operations Materials

SCHEDULE

| | |
|-------------------------|----------------------|
| FORCE SHIPMENT | Week of May 3, 2021 |
| LEADER-LED TRAINING | Week of May 10, 2021 |
| Operations Webinars | May 11, 2021 @10AM |
| Central Standard Time | May 13, 2021 @3PM |
| CREW TRAINING | Week of May 17, 2021 |
| SOFT SELL BEGINS | May 24, 2021 |
| PROMOTION BEGINS | MAY 31, 2021 |

Products:

Jumbo Popcorn Chicken Po' Boy Sandwich

Bursting Bubbles Drinks & Slushes

Cheesecake Blasts (cont.)

Red Bull Slushes (cont.)



The media for this promotion starts on Memorial Day (5/31).

Check your POS for keys prior to the media start date.

Contact the your POS provider for assistance.

MICROS and INFOR, call 1-888-432-2773.

Overview

New **JUMBO POPCORN CHICKEN PO' BOY SANDWICH**

Jumbo popcorn chicken layered in a soft sub roll and topped with fresh chopped lettuce, sliced tomatoes, diced onions, and blackened mayo for \$2.99.

New **BURSTING BUBBLES DRINKS & SLUSHES**

- Blue Burst: A fizzy and refreshing burst of blue raspberry and sippable, sweet bursting bubbles! *Limeade + Candy Add In*
- Cherry Burst: A fizzy and refreshing burst of cherry and sippable, sweet bursting bubbles! *Limeade + Candy Add In*
- Blue Burst Slush: An icy burst of blue raspberry slush with sippable, sweet, bursting bubbles! *Famous Slush + Candy Add In*
- Cherry Burst Slush: An icy burst of cherry slush with sippable, sweet, bursting bubbles! *Famous Slush + Candy Add In*

CHEESECAKE BLASTS *Continued*

Creamy cheesecake swirled with real ice cream and buttery graham cracker pieces, topped with graham cracker pieces and real cheesecake bites. Also available in Strawberry.

RED BULL SLUSHES *Continued*

Red Bull® Energy Drink in a Slush! Available in both Red Bull and Summer Edition Dragon Fruit Red Bull.



SKU Information

LIMITED TIME ONLY STICKERS

Limited Time Only stickers can be purchased from Dot-It. Not force shipped.

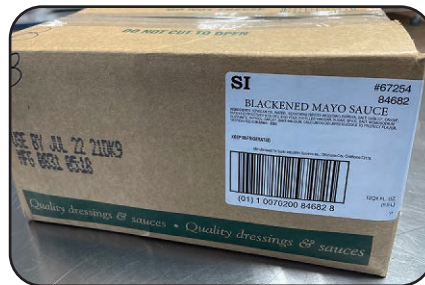
HINGED SUB ROLL

- Pack size: (12) 6 packs.
- Arrives and is stored frozen.
- Temper at room temperature for 24 hours prior to serving.
- Shelf life: 180 days frozen, 3-5 days tempered unopened.
- For optimal freshness, discard unused buns after 24 hours.
- Open, lay flat and toast inside in Crown portion of toaster.



BLACKENED MAYO

- Pack size: (12) 24 fl. oz.
- Arrives and is stored at room temperature.
- Refrigerate after opening.
- Shelf life: 120 days unopened, 7 days opened.
- Place in squeeze bottle at Dresser Station.



BOBA

- Pack size: (4) 7.26 lb. tubs.
- Arrives and is stored at room temperature.
- Refrigerate after opening.
- Shelf life: 18 months unopened, 5-7 days opened.
- Hold refrigerated at fountainette or UDM in original tub.
- Portion using green candy spoon or ½ oz. ladle.
- **DRAIN OFF EXCESS LIQUID FROM BUBBLES IN SPOON/LADLE BEFORE ADDING TO DRINK.**



BOBA STRAWS

- Pack size: 1,200 each.
- Stage at the Carhop Station with other straws.

STRATEGIC REORDER GUIDE

- HINGED SUB ROLL: (2) cases per delivery (will support 41 ADU)
- BLACKENED MAYO: (1) case per delivery (will support 165 ADU)
- BOBA: (1) case per delivery (will support 57 ADU)
- BOBA STRAWS: (1) case per delivery (will support 264 ADU)

| | \$1M | \$1.25M | \$1.5M | \$2M | \$2.5M | Your Order |
|----------------------------------|------|---------|--------|------|--------|------------|
| SUB ROLL (SONIC #68723) | 0.8 | 1.0 | 1.2 | 1.6 | 1.9 | |
| BLACKENED MAYO (SONIC #67254) | 0.1 | 0.1 | 0.1 | 0.2 | 0.2 | |
| BOBA BUBBLES (SONIC #69324) | 0.7 | 0.8 | 1.0 | 1.3 | 1.6 | |
| BOBA STRAWS (SONIC #83645) | 0.1 | 0.2 | 0.2 | 0.3 | 0.4 | |

JPC Po' Boy Sandwich

taking the order

DESCRIPTION

Jumbo popcorn chicken layered in a soft sub roll and topped with fresh chopped lettuce, sliced tomatoes, diced onions, and blackened mayo.

PRICING

\$2.99 (Medium Combo Price = \$5.39)

SUGGESTIVE SELL

Add Red Bull Slush, Make it a Combo, or
Add Strawberry Cheesecake Blast

ALLERGEN ALERT

SOY



GLUTEN



EGG



PLU INFORMATION

| LONG DESCRIPTION | KDS | PLU | F&P(%) | GPP(\$) |
|------------------------------|---------------|--------------|--------|---------|
| POPCORN CHICKEN PO'BOY | CHICKEN POBOY | 73480 | 23.77 | 2.28 |
| POPCORN CHICKEN PO'BOY COMBO | POBOY COMBO | 74280 | | |

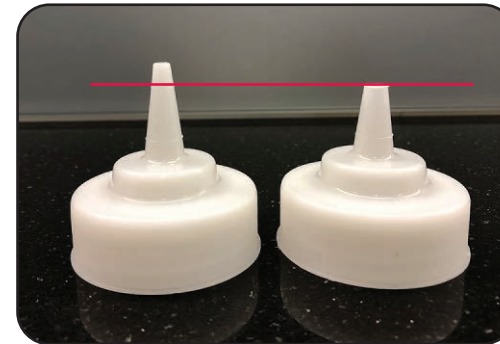
PROJECTIONS

| | \$1M | \$1.25M | \$1.5M | \$2M | \$2.5M | Your Projections |
|------------------------|-----------|-----------|-----------|-----------|-----------|------------------|
| TOTAL PROMOTION | 10 | 12 | 14 | 19 | 24 | |
| Breakfast | 1 | 1 | 1 | 1 | 1 | |
| Lunch | 3 | 4 | 5 | 6 | 8 | |
| Afternoon | 2 | 3 | 3 | 4 | 5 | |
| Dinner | 2 | 3 | 3 | 4 | 5 | |
| Evening | 2 | 2 | 3 | 3 | 4 | |

making the order

STATION SET UP

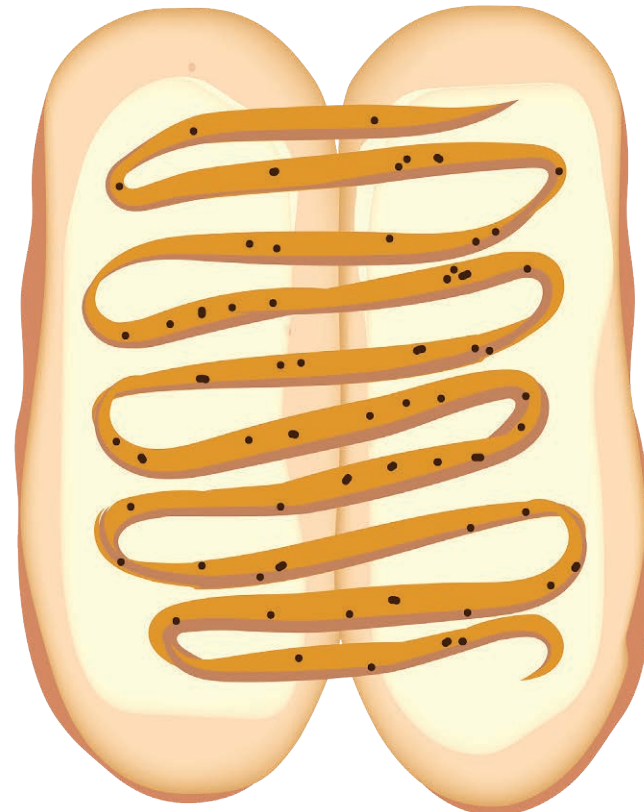
- Stage tempered Sub Rolls at or near the Dresser Station.
- Stage Blackened Mayo in a squeeze bottle at the Dresser Station. Squeeze bottle tip should be *cut to the first line*.
- Tomatoes can be sliced in half and put at the Dresser Station or they can be sliced in half to order.



Cut to **FIRST**
line from tip.

IMPORTANT REMINDERS

- POST AND REVIEW BUILD CARDS.
- Sub Roll must be toasted in the Crown section of the toaster prior to building.
 - Open the Sub Roll and flatten it out.
 - Drop flattened roll into the CROWN section of the toaster, toasting the INSIDE.
- Spread mayo on the Sub Roll with spreader; squeeze Blackened Mayo from a squeeze bottle (10 lines for proper portion).
- Popcorn Chicken Po' Boy gets 2 oz. (6-9 pieces) of Jumbo Popcorn Chicken.
- Tomato should be sliced in half.
- Wrapped in BLUE FOIL FLAT WRAP.



Bursting Bubbles

taking the order

DESCRIPTION

- Blue Burst: A fizzy and refreshing burst of blue raspberry and sippable, sweet bursting bubbles!
- Cherry Burst: A fizzy and refreshing burst of cherry and sippable, sweet bursting bubbles!
- Blue Burst Slush: An icy burst of blue raspberry slush with sippable, sweet, bursting bubbles!
- Cherry Burst Slush: An icy burst of cherry slush with sippable, sweet, bursting bubbles!
- ADD IN: Sweet bursts of flavor!

PRICING

Drinks = Limeade + Candy Add In
 Slushes = Famous Slush + Candy Add In
 Add In = Candy Add In

SUGGESTIVE SELL

Increase size, add Pretzel, add to any order

ALLERGEN ALERT

NONE

PROJECTIONS

| | \$1M | \$1.25M | \$1.5M | \$2M | \$2.5M | Your Projections |
|------------------------|-----------|-----------|-----------|-----------|-----------|------------------|
| TOTAL PROMOTION | 10 | 12 | 14 | 18 | 24 | |
| Blue Raspberry | 5 | 6 | 7 | 9 | 12 | |
| Cherry | 5 | 6 | 7 | 9 | 12 | |
| Breakfast | 1 | 1 | 1 | 1 | 1 | |
| Lunch | 3 | 4 | 5 | 6 | 8 | |
| Afternoon | 2 | 3 | 3 | 4 | 5 | |
| Dinner | 2 | 3 | 3 | 4 | 5 | |
| Evening | 2 | 2 | 3 | 3 | 4 | |

PLU INFORMATION

| LONG DESCRIPTION | KDS | PLU | F&P(%) | GPP(\$) |
|----------------------------|----------------|--------------|--------|---------|
| BLUE BURST - 20 OZ | Blue Burst | 69990 | 23.77 | 2.20 |
| BLUE BURST - MN | MN Blue Burst | 69991 | 17.28 | 1.65 |
| BLUE BURST - SM | SM Blue Burst | 69992 | 16.71 | 2.07 |
| BLUE BURST - LG | LG Blue Burst | 69993 | 32.27 | 2.16 |
| BLUE BURST - RT44 | RT Blue Burst | 69994 | 36.11 | 2.13 |
| BLUE BURST SLUSH - 20 OZ | Blue Burst SL | 69970 | 19.59 | 2.16 |
| BLUE BURST SLUSH - MN | MN Bl Burst SL | 69971 | 19.08 | 1.29 |
| BLUE BURST SLUSH - SM | SM Bl Burst SL | 69972 | 16.16 | 1.75 |
| BLUE BURST SLUSH - LG | LG Bl Burst SL | 69973 | 26.51 | 2.20 |
| BLUE BURST SLUSH - RT44 | RT Bl Burst SL | 69974 | 31.54 | 2.32 |
| CHERRY BURST - 20 OZ | Cherry Burst | 69980 | 24.56 | 2.18 |
| CHERRY BURST - MN | MN Cherry Brst | 69981 | 18.85 | 1.61 |
| CHERRY BURST - SM | SM Cherry Brst | 69982 | 17.79 | 2.05 |
| CHERRY BURST - LG | LG Cherry Brst | 69983 | 32.83 | 2.14 |
| CHERRY BURST - RT44 | RT Cherry Brst | 69984 | 39.51 | 2.11 |
| CHERRY BURST SLUSH - 20 OZ | Cherry Brst SL | 69960 | 20.24 | 2.15 |
| CHERRY BURST SLUSH - MN | MN ChryBrst SL | 69961 | 20.64 | 1.26 |
| CHERRY BURST SLUSH - SM | SM ChryBrst SL | 69962 | 17.27 | 1.73 |
| CHERRY BURST SLUSH - LG | LG ChryBrst SL | 69963 | 26.85 | 2.19 |
| CHERRY BURST SLUSH - RT44 | RT ChryBrst SL | 69964 | 31.59 | 2.32 |
| ADD BURST BUBBLES | +Bubbles | 74330 | | |

IMPORTANT REMINDERS

- POST AND REVIEW BUILD CARDS.
- Bursting Boba must be refrigerated after opening.
- Store refrigerated at the fountainette or UDM in original tub with lid.
- To keep Bursting Boba from drying out, it is best to store in the juice it comes in.
- Use green candy spoon or ½ oz. ladle to portion.
- Drain off excess liquid from bubbles in spoon/ladle before adding to drink.
- Place Boba straws at Carhop Station with other straws.

Cheesecake Blasts *reminders*

ALLERGEN ALERT

SOY



GLUTEN



DAIRY



EGG



IMPORTANT REMINDERS

- Cheesecake Bites are delivered and held frozen. Keep frozen and sealed to ensure freshness and shelf life. If the box of Cheesecake Bites becomes tempered (placed in the walk-in cooler), they are only good for 21 days.
- Cheesecake Bites are held refrigerated at the fountainette for up to 5 days.
- DO NOT USES FROZEN BITES in Blasts. Allow 3 hours refrigerated before use to soften.

PROJECTIONS

| | \$1M | \$1.25M | \$1.5M | \$2M | \$2.5M | Your Projections |
|------------------------------------|-----------|-----------|-----------|-----------|-----------|------------------|
| TOTAL PROMOTION | 14 | 18 | 22 | 29 | 36 | |
| CHEESECAKE BLAST | 7 | 9 | 11 | 14 | 18 | |
| STRAWBERRY CHEESECAKE BLAST | 7 | 9 | 11 | 14 | 18 | |
| Breakfast | 0 | 0 | 0 | 0 | 0 | |
| Lunch | 2 | 3 | 3 | 4 | 5 | |
| Afternoon | 4 | 5 | 6 | 8 | 10 | |
| Dinner | 4 | 6 | 7 | 9 | 11 | |
| Evening | 4 | 5 | 6 | 8 | 10 | |

Red Bull Slushes *reminders*

ALLERGEN ALERT

NONE

IMPORTANT REMINDERS

- Each size receives multiples of 2 oz. portions.
- NOT AVAILABLE in WACKY PACK or SMALL SIZE.
- Red Bull will be offered as a Flavor Add-In in the POS System (NOT discounted AT ANY TIME). THE PORTION OF RED BULL STAYS THE SAME AS AN ADD-IN AS IT DOES A RED BULL SLUSH. For proper portioning, Red Bull must be added to the cup FIRST (prior to ice).
- **DO NOT USE UDM SIZE** buttons to dispense soda if Red Bull has been added to the cup. Use the "TOP OFF" button to fill cup with soda (this will prevent overflow).

Training Materials

BUILD CARDS

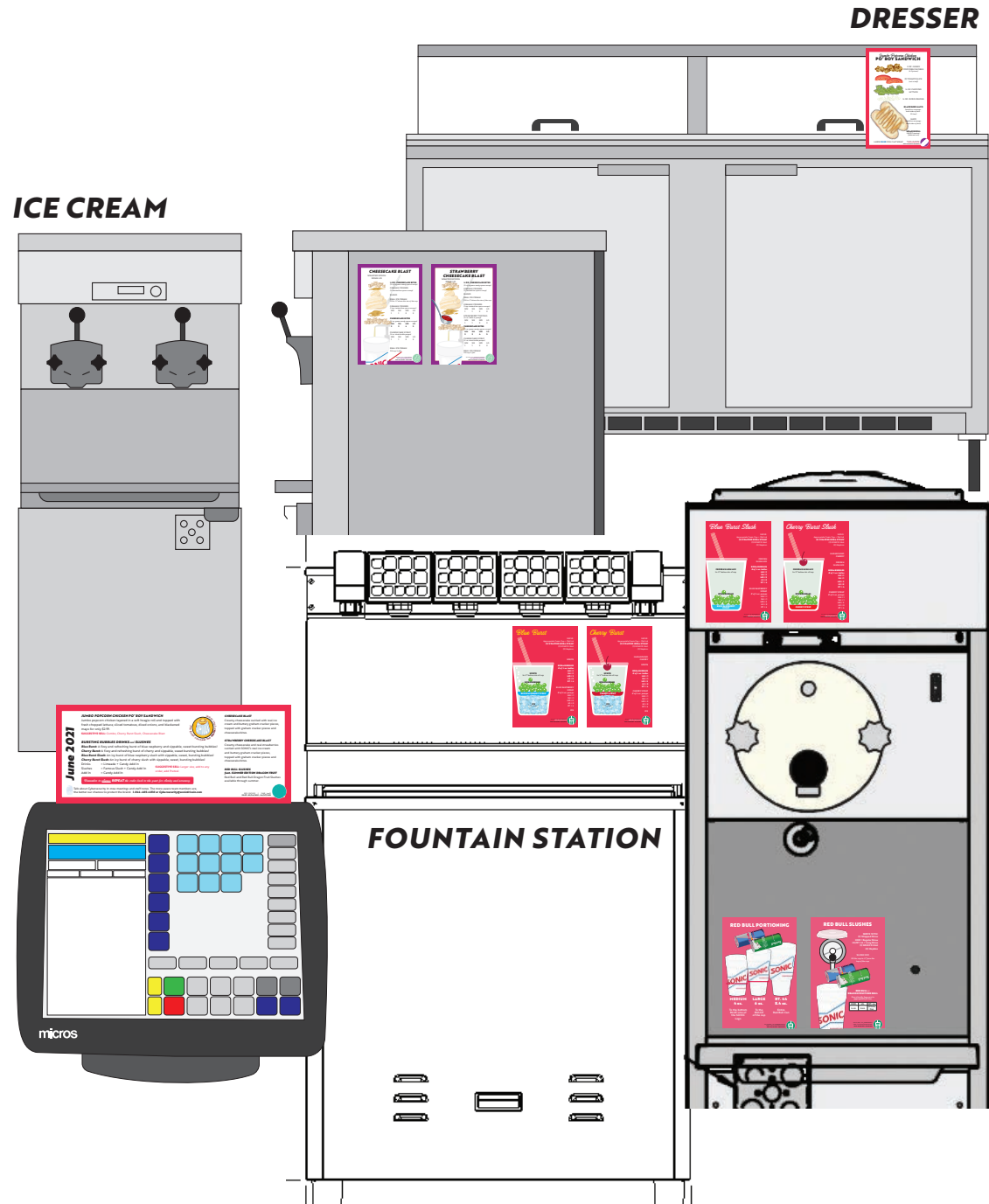
- Drive-ins will be provided TWO (2) of each Build Card; post in the appropriate stations.

SWITCHBOARD CARDS

- Drive-ins will be provided FOUR (4) copies of the Switchboard Card; post appropriately and for the proper duration.

TOT ZONE

- An online learning module for this promotion is available in the SONIC Tot Zone for Crew Members.
- An Operations Recap is available in the SONIC Tot Zone for Assistant Managers and Shift Leaders.





We want to see your pictures! Be sure to send any cool pics of your awesome teams to the Operations email so that we can feature them in our monthly webinars. Let's see those stickers, lanyards, badge reels, buttons, and new SUNGLASSES!

SONIC
Operations Services

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Each franchise organization is an independent employer and thus responsible for making its own employment-related decisions. Nothing in these materials should be construed as the franchisor being involved in or having any direct, indirect, or potential control over a franchise employee's essential terms and conditions of employment. Specific employment related questions should be directed to your franchise organization's legal counsel or other professional advisor.