

SAMPLING GUIDE

LOCAL STORE MARKETING RESOURCE GUIDE

Sampling is a great way to drive trial and awareness of new and unique SONIC items. Through sampling, you can create awareness for a product, get immediate feedback from guests and generate desire to return to your Drive-In to make future purchases. Sampling educates guests of SONIC's full menu availability all day long.

To help with sampling the wide variety of innovative food and beverages available only at SONIC, we've created the following sampling guidelines.

GENERAL SAMPLING GUIDELINES

- Sample 2 to 3 times per day during high-traffic dayparts in order to reach the most guests.
- Schedule an employee to conduct the sampling – a friendly, skating Carhop, all the better!
- Offer samples to all guests in their cars and on the patio.
- Sample menu items at various times during the day to incent customers to visit during different dayparts. For example, offer Breakfast Burrito tastes at dinner and Sundaes during lunch.
- Explain customization options to guests, if appropriate.
- Offer a bounceback coupon or customer comment card with the sample.
- Check back with guests to ask their opinion of the sampled item.
- Track sales of items sampled to quantify effectiveness.
- Focus on sampling items that are unique to SONIC or currently featured as a limited-time offer.



DRINK VARIETY SAMPLING

Specialty beverages are an emerging growth engine for quick-service restaurants. They can increase profitability and enhance customer experiences.



- Step 1. Order Coca-Cola sampling kits available through your Coke rep.
- Step 2. Focus on sampling beverages that are unique to SONIC or currently featured on-lot (LTOs).
- Step 3. Prepare beverages per procedure in a Route 44 cup. Pour into sampling cups and serve.
- Step 4. Offer samples to all guests in their cars and on the patio.
- Step 5. Be sure to identify what you are sampling and explain to the guests that this is "just a taste" of the unique beverages they can get only at SONIC.
- Step 6. Check back with guests to ask how they liked the sampled items. They may decide to purchase a full order.



SLUSH SAMPLING

Sampling is the perfect way to drive customers to try SONIC's delicious Slush flavors.



- Step 1. Prepare Slushes in a 32-oz. cup.
- Step 2. Pour into Coke sampling cups, or similar portioning cups, on a red Carhop tray and serve. Be sure to throw away the cup after use.
- Step 3. Carhops should go to each car on-lot and ask guests if they would like to sample a delicious Slush flavor. Conversation starter: "SONIC is famous for our variety of Slushes! Would you like to try a sample of our [insert flavor] Slush?"
- Step 4. Carhops should explain that the sample is just a taste of one of the great delicious Slush flavors they can get only at SONIC.
- Step 5. Offer the customer a bounceback coupon for use at a later date.
- Step 6. Check back with guests to ask how they liked the Slush. They may decide to purchase a full-sized Slush right away.

SHAKE SAMPLING

Shake flavor combinations are endless, and sampling is a great way to drive trial of SONIC's new Shake flavors.



- Step 1. Prepare Shakes in a 32-oz. cup without whipped cream and cherry.
- Step 2. Pour into Coke sampling cups, or similar portioning cups, on a red Carhop tray and serve.
- Step 3. Carhops should go to each car on-lot and ask guests if they would like to sample a new and exciting Shake flavor.
- Step 4. Carhops should explain that what they are sampling is "just a taste" of one of the great ice cream treats they can get only at SONIC.
- Step 5. Check back with guests to ask how they liked the sampled item. They may decide to purchase a full order right away.

FOOD SAMPLING

SONIC's menu is constantly evolving, and sampling is a great way to encourage trial of new products. Sampling foods during different dayparts helps to increase awareness of SONIC's all-day menu.



- Step 1. Prepare food according to operational procedures.
- Step 2. Serve in #50 or #100 paper boats. Onion Rings, Mozzarella Sticks, Tots and *JUMBO POPCORN CHICKEN* are easy to sample. Cut Breakfast Burritos in half, and cut burgers into fourths.
- Step 3. Offer samples to all guests in their cars and on the patio.
- Step 4. Carhops should explain that what they are sampling is "just a taste" of one of the many unique items they can get only at SONIC.
- Step 5. Check back with guests to ask how they liked the sampled item. They may decide to purchase a full order right away.