



NEWS RELEASE

There's Nothing Happy About This Meal: Wendy's and Netflix's Wednesday Cook Up a "Meal of Misfortune"

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Launching in restaurants nationwide on August 4, Wendy's exclusive collaboration with Netflix's hit show, Wednesday, includes new "Raven's Blood" Frosty and four mystery "Dips of Dread" sauces

DUBLIN, Ohio, July 23, 2025 /PRNewswire/ -- What happens when two iconic pig-tailed provocateurs join forces in the kitchen? They create a meal that is pure punishment in a bag: introducing the Wendy's® x Wednesday™ Meal of Misfortune.

Designed by Wednesday Addams, the other pig-tailed outcast herself, the limited-time Meal of Misfortune is centered around the "Dips of Dread," four inferno-inspired mystery sauces, along with "Rest in 10-Piece" Nuggets, small "Cursed & Crispy" Fries and a small "Raven's Blood" Frosty®, all served in custom packaging only Wednesday could have devised*.

Fans can grab their very own Meal of Misfortune beginning Monday, Aug. 4 across the U.S. in restaurants or via the Wendy's app in the **U.S.**, just in time for the Wednesday Season 2 Part 1 premiere on Netflix on Wednesday, Aug. 6. In Canada, fans can get the meal in restaurants or via the **Wendy's app** starting Monday, Aug. 11. The meal will also be available in Puerto Rico, Bahamas, and Guam.

Speaking of misfortune... no one will escape the Dips of Dread unscathed. With two mystery dipping sauces in each meal, only fate will decide which of the four dips – You Can't Hyde, This Will Sting, Grave Mistake or Nowhere to Woe – accompany each order. Don't bother asking which sauce you'll get – you must surrender to your destiny. Those brave enough to try them all must endure multiple visits.

Wayward souls can dip into the Raven's Blood Frosty, complete with a "Spoon of Gloom"** and Wednesday-themed Frosty cups, perfect for seeing that delicious dark cherry swirl.

"Wendy's and Wednesday are both cultural icons famous for challenging convention with wit and a bit of sass," said Lindsay Radkoski, U.S. Chief Marketing Officer, The Wendy's Company. "This isn't a typical collaboration, because not just any brand could scheme up a Meal of Misfortune with Wednesday Addams. But for a brand that's proudly customer-obsessed and unapologetically bold, it was a match made in dark, dry-witted heaven."

In addition to the Meal of Misfortune, U.S. fans have a chance to win \$10,000 by helping Wendy dodge the perils of normalcy with an interactive game experience, "Escape from Wednesday's Woe." This gravity-defying adventure features treacherous traps, delicious Wendy's x Wednesday treats and exclusive rewards and is available only in the U.S. Wendy's app.***

"Normally I'd be against this kind of capitalistic corporate synergy," said Wednesday Addams, Nevermore Academy student. "But when the fast-food-slinging pigtailed provocateur said I could do whatever I wanted to her customers, I couldn't resist."

Those hungry for punishment can get their hands on the meal beginning Monday, Aug. 4. Let the misfortune begin!

ABOUT WENDY'S

The Wendy's Company (Nasdaq: WEN) and Wendy's® franchisees employ hundreds of thousands of people across more than 7,000 restaurants worldwide. Founded in 1969, Wendy's is committed to the promise of Fresh Famous Food, Made Right, For You, delivered to customers through its craveable menu including made-to-order square hamburgers using fresh beef****, and fan favorites like the Spicy Chicken Sandwich and nuggets, Baconator®, and the Frosty® dessert. Wendy's supports the Dave Thomas Foundation for Adoption®, established by its founder, which seeks to dramatically increase the number of adoptions of children waiting in North America's foster care system. Learn more about Wendy's at www.wendys.com. For details on franchising, visit www.wendys.com/franchising. Connect with Wendy's on [X](#), [Instagram](#) and [Facebook](#).

*Available for a limited time only at participating Wendy's. While supplies last.

**"Spoon of Gloom" may not be available at all participating locations. While supplies last.

*** <https://wendys-wednesday25.shared-a.apollo.prod.aws.eprize.net/rule>: NO PURCHASE NECESSARY. Open

only to Wendy's Rewards members who reside in the 50 U.S. (D.C.) 18 years and older. Eligible Instant Win Game entrants: requires access to a mobile device with a data plan as of 8/3/25. Eligible Sweepstakes entrants: no mobile device required. Ends 8/31/25. See Official Rules, including odds, alternate method of entering the Sweepstakes, and prize descriptions. Void where prohibited.

****Fresh beef available in the contiguous U.S. and Alaska, as well as Canada, Mexico, Puerto Rico, the UK, and other select international markets.

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