



Wendy's Canada Accelerates Growth in Quebec, Doubling its Restaurant Footprint in 2024

The Company is on pace to reach its 50-restaurant goal in Quebec by 2030, with six existing and new franchisees committed to growth in the province

BURLINGTON, ON, May 22, 2024 – Today, The Wendy's Company announced progress to accelerate growth across Quebec, expecting to double its restaurant footprint in 2024. Further, Wendy's is on pace with commitments to reach the Company's goal of more than 50 restaurants serving Wendy's favourites to fans across Quebec by 2030, with four new franchisees and two existing franchisees slated to open new restaurants over the next several years.

"The commitment to grow from all franchisees operating in Quebec allows Wendy's to bring high quality food and career opportunities to even more communities across the province," said Dana Calvert, Vice President and Chief Development Officer, International for The Wendy's Company. "This is an important milestone as we expand the brand's footprint in Quebec and continue to pave a path for entrepreneurs to grow with Wendy's."

Many Québécois haven't yet tried Wendy's classics including the signature Frosty, iconic hamburgers made with fresh, never frozen Canadian beef and greenhouse-grown produce, or the best quality breakfast in the game. With only 15 restaurants currently operating in the province, Wendy's has committed to growing its footprint through relationships with new and existing franchisees to reach even more customers.

"We know Canadian consumers are craving Wendy's great-tasting, high quality food, and we see so much opportunity for the brand in Quebec," said John Ribson, President of Quick Serve Restaurants. "Even as a 30-year veteran of the Wendy's System, the Company continues to provide unmatched support as we enter a new province. I'm confident in the success of this market and ready to break ground on our 19 restaurants over the next few years."

All franchisees operating in Quebec have committed to opening new restaurants by 2025, with 12 locations planned to open over the next 18 months. In 2024, Wendy's franchisees have already opened two restaurants in Sherbrooke and Papineauville, with the newest Wendy's opening in Thetford Mines at the end of May. All new restaurants feature Wendy's design standard, [Global Next Gen](#), which features an updated modern design and an optimized layout and technology built for the digital age. The global restaurant design standard was created to deliver convenience, speed, and accuracy, benefiting franchisees, restaurant crew members and customers.

Today, Wendy's has a global geographic footprint of more than 7,000 restaurants in 33 countries and territories across the U.S., Canada, Latin America and Caribbean, Middle East, Asia-Pacific, and Europe.

Wendy's will continue to recruit strategic partners with opportunities available across Canada. Want to learn more about Wendy's franchising opportunities in Canada? Head to Wendy's [Franchising page](#) to learn more.

About Wendy's

Wendy's® was founded in 1969 by Dave Thomas in Columbus, Ohio. Dave built his business on the premise, "Quality is our Recipe®," which remains the guidepost of the Wendy's system. Wendy's is best known for its made-to-order square hamburgers, using fresh, never frozen beef*, freshly-prepared salads, and other signature items like chili, baked potatoes and the Frosty® dessert. The Wendy's Company (Nasdaq: WEN) is committed to doing the right thing and making a positive difference in the lives of others. This is most visible through the Company's support of the Dave Thomas Foundation for Adoption® and its signature Wendy's Wonderful Kids® program, which seeks to find a loving, forever home for every child waiting to be adopted from the North American foster care system. Today, Wendy's and its franchisees employ hundreds of thousands of people across over 7,000 restaurants worldwide with a vision of becoming the world's most thriving and beloved restaurant brand. For details on franchising, connect with us at www.wendys.com/franchising. Visit www.wendys.com and www.squaredealblog.com for more information and connect with us on X and Instagram using @wendys, and on Facebook at www.facebook.com/wendys.

*Fresh beef available in the contiguous U.S., Alaska, and Canada.

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