



NEWS RELEASE

## Giant Deal Alert: Wendy's Jr. Bacon Cheeseburger Goes Giant

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DUBLIN, Ohio, Aug. 28, 2017 /PRNewswire/ -- A Wendy's fan favorite, the iconic Jr. Bacon Cheeseburger (aka the JBC), appears to be not so junior anymore with the launch of the new, limited-edition Giant Jr. Bacon Cheeseburger (aka the Giant JBC). With double the fresh, never-frozen beef\* double the oven-baked bacon and double the cheese – the Giant JBC is everything you love about the original JBC, with double the goodness.

News of the beefed-up cheeseburger is made even bigger with the giant deal that comes with it. For a limited-time, fans can get the Giant JBC as part of a \$5 meal, which includes the cheeseburger, 4-piece chicken nuggets, small fries and a small drink at participating Wendy's locations.

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

### About The Wendy's Company

The Wendy's Company (NASDAQ: WEN) is the world's third largest quick-service hamburger restaurant chain. The Wendy's system includes more than 6,500 restaurants in 30 countries and U.S. territories. For more information, visit [www.aboutwendys.com](http://www.aboutwendys.com).

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