



NEWS RELEASE

Iconic Wendy's Frosty Gets Holiday Glow Up with All-New Seasonal Peppermint Flavor

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Wendy's Brings First Taste of the Holiday Season with Arrival of Peppermint Frosty

DUBLIN, Ohio, Nov. 10, 2022 /PRNewswire/ -- Hello winter, it's time to get Frosty®. A merry take on the iconic treat, Wendy's® Peppermint Frosty is joining the classic Chocolate Frosty on menus beginning November 15, for a limited time throughout the holiday season.

"Wendy's is helping to make the most wonderful time of the year even sweeter by introducing an all-new Peppermint Frosty to enjoy during the holidays," said Carl Lored, U.S. Chief Marketing Officer for The Wendy's Company. "From this summer's break-out hit, Strawberry Frosty, and now with our Peppermint Frosty, our fans can always count on Wendy's to deliver the most craveable, iconic seasonal flavors."

And that's not the only gift Wendy's is bringing fans this season! **Wendy's Frosty Key Tags** are back for purchase beginning November 21 through January 29, 2023. Give the gift of 365 days of free Jr. Frosty treats in 2023 by purchasing a Frosty Key Tag for just \$2* at participating U.S. Wendy's locations, via the **mobile app** or in bulk on the **Dave Thomas Foundation for Adoption® (DTFA) website**. Proceeds from the sale of Frosty Key Tags support Wendy's commitment to finding safe, loving and permanent homes for children in foster care by partnering

with the DTFA.

"The Peppermint Frosty is our latest flavor innovation on the iconic Wendy's Frosty that fans have come to know and love for over 50 years," said John Li, Vice President of Culinary Innovation for the Wendy's Company. "It's the classic thick and creamy Frosty that our fans crave with bursts of fresh peppermint - every sweet bite will put you in the holiday spirit."

Fans will be able to grab a Peppermint Frosty starting November 15 in restaurants nationwide or through the Wendy's mobile app. The best gift of all? When ordering directly from the Wendy's app or with MyWendy's™ account online, fans will earn points to treat themselves all year long with **Wendy's Rewards™**.** The gift that keeps on giving, and giving, and giving...

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 in the North American foster care system. Today, Wendy's and its franchisees employ hundreds of thousands of people across approximately 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 Twitter and Instagram using @wendys, and on Facebook at www.facebook.com/wendys.

*At participating U.S. locations. 85 percent of every \$2 Frosty Key Tag sold from 11/21/2022 to 1/29/2023 will benefit the Dave Thomas Foundation for Adoption. Key Tags valid from 11/21/2022 – 12/31/2023. One free Jr. Frosty per visit with any purchase.

**Wendy's Rewards available at participating U.S. Wendy's. My Wendy's™ account registration and use required to earn points and redeem rewards. Points have no monetary value. See www.wendys.com/Rewards for details.

***Approximate weight before cooking. Fresh beef available in the contiguous U.S., Alaska, and Canada.

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