



NEWS RELEASE

Respect the Bacon: Wendy's Baconator and new Baconator Fries

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DUBLIN, Ohio, June 29, 2015 /PRNewswire/ -- With bacon sales at an all-time high and more than 50 "bacon festivals" slated for 2015—Americans love their bacon. So Wendy's® is taking its iconic Baconator® and delivering it in a whole new way...on fries.

"At Wendy's, 'Quality is our Recipe' is one of the defining values of our company," said Kurt Kane, Wendy's chief concept officer. "That's why we only use fresh – never frozen – beef in our hamburgers and cook our bacon fresh in our restaurants every day. Others use factory cooked bacon and reheat it in a microwave because it's easier, but that just isn't the Wendy's way. When you walk into a Wendy's and smell the bacon cooking, then you know we treat it with the respect that bacon lovers deserve."

Made with six strips of thick-cut, fresh-cooked Applewood Smoked Bacon, the iconic Baconator has become one of the most popular menu items since its introduction in 2007.

It's no wonder Baconator has its own "son" and almost 500,000 followers on **Facebook** and **Twitter** combined! And now Wendy's is bringing even more sizzle to fans of fresh bacon by launching – for a limited time only – Baconator Fries, a delicious blend of warm cheddar cheese sauce, freshly-cooked Applewood Smoked Bacon and shredded

cheddar cheese drizzled over Wendy's natural-cut fries.

The Baconator – and, now, Baconator Fries– represents Wendy's longstanding commitment to founder Dave Thomas' belief that fresh tastes better. Wendy's has always served hamburgers made with fresh, never frozen beef.¹

To create a Baconator that delivers on taste and quality, Wendy's pairs six strips of fresh-cooked Applewood Smoked Bacon with two ¼ lb. patties² of 100 percent pure fresh beef.¹ Topped off with mayo, ketchup, cheese, and placed between a premium warm, toasted bun, the Baconator always satisfies.

Wendy's will showcase the way bacon should be made on **YouTube**, **Facebook** and **Twitter** through a video series that will launch on July 6. These tongue-in-cheek "after-school" special videos tap into 90s nostalgia trends, entitled Bacon: Scared Straight. The videos will feature bacon puppets voiced over by decorated cartoon actor Billy West, one of the lead voice actors for the show Futurama and the talent behind other memorable characters like Woody the Woodpecker, Ren & Stimpy and Doug Funny. Through these farcical videos, "at-risk" bacon teens will be warned of bacon-related dangers that might prevent them from becoming Baconator worthy.

The Baconator has a suggested retail price of \$5.99³ and the limited-time Baconator Fries have a suggested price of \$1.99.³

Learn more about **Baconator**, **Son of Baconator** and the limited-availability Baconator Fries, by visiting **the Wendy's website**.

¹ Fresh beef available only in the contiguous U.S. and Canada.

² Approximate weight before cooking.

³ Suggested pricing. Price and participation may vary.

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 29 countries and U.S. territories. For more information, visit www.wendys.com.

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