Optimizations enhance the digital-forward customer experience, designed to deliver greater convenience, speed and accuracy today and into the future.

DUBLIN, Ohio, Aug. 17, 2022 /CNW/ -- The Wendy's Company announced today a new global restaurant design standard, Global Next Gen, for enhanced customer, crew and digital experiences. Beginning Fall 2022, Wendy's® new traditional restaurant builds will feature a sleek and modern design with an optimized layout and next-generation technology to deliver more Wendy's to more people with an emphasis on convenience, speed and accuracy.

"To accelerate our business and expand our footprint across the globe, we must consistently meet the needs of our customers however they chose to engage with Wendy's, whether that's through a digital platform or in the drive-thru" said Wendy's President and CEO Todd Penegor. "Global Next Gen enhances the customer experience across ordering channels and streamlines operations for our crew, all while creating better returns for franchisees."

Global Next Gen includes the following design features and technology to better serve today's customers:
• Delivery Pick-Up Window: A dedicated delivery pick-up window and delivery parking makes it more convenient and quicker for delivery drivers, who previously needed to enter the dining room, to grab orders and go. This design also shifts traffic out of the drive-thru line where customers are waiting, so crew can focus on taking and fulfilling orders more quickly, efficiently and accurately.

• Dedicated Mobile Order Pickup: Global Next Gen features mobile order parking and pick-up shelving in-restaurant. Customers select a pick-up time when placing their mobile order and upon arrival, park in a dedicated mobile order parking spot, grab their meal off the mobile order pick-up shelving and enjoy their Wendy's favorites.

• Reimagined Kitchen: A new galley-style kitchen design, which runs from the front to the back of the restaurant, increases efficiency and oversight for crew across all sales channels. The kitchen design allows for efficiencies at the point of sale, provides the ability for crew to slide between positions more easily throughout the day and supports faster order fulfillment and culinary innovation.

• Next Generation Technology: Global Next Gen comes alive through the next generation of modernized technology that works hard behind the scenes, allowing restaurant teams to handle significantly more digital business than before. This also provides a platform for forward-leaning technology innovation.

• Optimized Infrastructure: New restaurants will use more efficient building elements such as lighting and HVAC to decrease energy usage and costs.

"As the first restaurant brand to offer a modern pick-up window more than 50 years ago, Wendy's continues its legacy of design and innovation with Global Next Gen," said Penegor. "Our new global restaurant standard unlocks opportunities at the intersection of innovative design and technology, bringing us one step closer to our vision of becoming the world's most thriving and beloved restaurant brand."

Wendy's plans to open the first Global Next Gen restaurant in New Albany, Ohio in Spring 2023.

Want to learn more about Global Next Gen? Head to The Square Deal for a Q&A with Abigail Pringle; President, U.S. & Chief Commercial Officer Kurt Kane; and Chief Information Officer Kevin Vasconi.

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 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.

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


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