



NEWS RELEASE

Wendy's Celebrates Return of NCAA Tournament as Official Breakfast of March Madness

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Fans Nationwide and NCAA Tournament Players Are Set to Win with Wendy's Offers and Deals

DUBLIN, Ohio, March 16, 2021 /PRNewswire/ -- The biggest stage in college basketball is back, baby. As the Official Breakfast of March Madness®, Wendy's® is celebrating its one-year breakfast "Wendy-versary" by fueling athletes and fans across the nation with slam-dunk deals. From filling out brackets to game-day superstitions, the tournament is all about choosing wisely and your breakfast choice should be no exception.

In honor of the return of March Madness, Wendy's is giving fans the chance to experience its top-seed breakfast with a free **Honey Butter Chicken Biscuit*** during breakfast hours beginning Thursday, March 18 through Saturday, March 20. Fans can pick up their new favorite breakfast sandwich in-restaurant or via drive-thru at participating locations nationwide and no purchase is necessary. That's not all. Wendy's is also running point on supporting the NCAA® tournament players as only Wendy's can – with food and gaming entertainment.

"As a NCAA sponsor and the Official Breakfast of March Madness, we share the excitement for the return of the biggest basketball event of the year and are living out our sponsorship name by kicking off the tournament with a delicious Honey Butter Chicken Biscuit deal nationwide," said Carl Loreda, U.S. Chief Marketing Officer for The Wendy's Company. "Fans and players can leave the drama, heartbreak and upsets on the court – and enjoy the

March Madness action without distractions thanks to Wendy's first-string fresh breakfast and roster of all-day menu options that always deliver."

Fans who can't stomach missing a moment of the tournament can skip any disruptions throughout The Big Dance® thanks to Wendy's official partner and the official delivery platform partner of March Madness, Uber Eats®. Starting Sunday, March 14 through Tuesday, April 6, Uber Eats** is offering a \$0 Delivery Fee on Wendy's orders of \$10 or more.

It doesn't end there – Wendy's also has your back with more offers at [wendys.com/delivery](https://www.wendys.com/delivery). Additionally, fans who order via the Wendy's app, Wendy's website or at a restaurant can earn points towards free food with [Wendy's Rewards™](#).

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 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 more than 6,800 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.

ABOUT THE NCAA:

The NCAA is a diverse association of more than 1,100-member colleges and universities that prioritize academics, well-being and fairness to create greater opportunities for nearly half a million student-athletes each year. The NCAA provides a pathway to higher education and beyond for student-athletes pursuing academic goals and competing in NCAA sports. More than 54,000 student-athletes experience the pinnacle of intercollegiate athletics by competing in NCAA championships each year. Visit ncaa.org and ncaa.com for more details about the Association and the corporate partnerships that support the NCAA and its student-athletes.

NCAA, March Madness and The Big Dance are registered trademarks of the National Collegiate Athletic Association.

*No purchase necessary. Offer valid March 18 – 20, 2021 during breakfast hours only. Limit one (1) free Honey Butter Chicken Biscuit upon request per customer per day at participating U.S. locations while supplies last. Offer not valid for delivery orders or combined with other Wendy's app offers. No substitutions.

****Delivery Partners:**

UBER EATS: Offer expires 11:55PM PT 4/6/21. The offer is valid for a \$0 Delivery Fee. Taxes and fees apply. Order min of \$10 before taxes and fees. While supplies last. Cannot be combined with other discounts or offers. See Uber Eats app for details and delivery availability. Prices may be higher than at restaurant.

View original content to download multimedia:<http://www.prnewswire.com/news-releases/wendys-celebrates-return-of-ncaa-tournament-as-official-breakfast-of-march-madness-301247756.html>

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