NEWS RELEASE

Wendy's Fans, Your Holiday Wish List Just Got Better: The First-Ever Wendy's Shop Is Here

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Wendy's is turning fandom into gifts with a limited-edition collection of merch perfect for the brand's biggest fans

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WHAT: Your go-to spot for fresh, never-frozen beef* is taking its quality commitment to the next level by giving fans a fresh new way to check off their gift lists. This holiday season, Wendy's® launched its first-ever merch store, featuring collections that turn what fans already love about Wendy's into wearable, giftable and collectible keepsakes. From full fits to festive stocking stuffers, the Wendy's Shop has something for every occasion and budget.

- The Vintage Collection: Inspired by the same iconic brand fandom behind the recent return of Wendy's yellow packaging, the Vintage Collection goes old school with pieces featuring nods to past uniforms, packaging and other design details from Wendy's history.
- The Core Collection: For fans who like their Wendy's with a bit of a modern twist, the Core Collection puts a fresh spin on everyday essentials, including hats, hoodies and tees inspired by Wendy's Frosty®, Hot n' Crispy Fries and more.

The shop's offerings go well beyond items you can wear. Fans can also deck the halls with a Frosty-themed ornament and snag retro-inspired stocking stuffers, giving them even more ways to bring a little Wendy's into their everyday lifestyle.

WHERE & WHEN: The Wendy's Shop is officially open for business. Fans can shop Wendy's merch now at **shop.wendys.com**, whether they're checking off their holiday gift lists or treating themselves this season.

WHY: Wendy's has been keepin' it fresh since its first restaurant opened back in 1969, building more than 57 years of brand love fans continue to recognize, remember and make their own. The Wendy's Shop is the latest chapter in that story, turning decades of Wendy's icons, personality and nostalgia into new ways for fans to show their love beyond the restaurant.

Whether you're shopping for the Wendy's fan on your list or treating yourself, the Wendy's Shop makes it easy to bring a little more Wendy's home for the holidays. Shop the first drop now at **shop.wendys.com** while supplies last.

ABOUT WENDY'S

The Wendy's Company (Nasdaq: WEN) and Wendy's franchisees employ hundreds of thousands of people across more than 7,000 restaurants worldwide. Founded in 1969, Wendy's is committed to the promise of Fresh Famous Food, Made Right, For You, delivered to customers through its craveable menu including made-to-order square hamburgers using fresh beef, and fan favorites like the Spicy Chicken Sandwich and nuggets, Baconator®, and the Frosty dessert. Wendy's supports the Dave Thomas Foundation for Adoption®, established by its founder, which seeks to dramatically increase the number of adoptions of children waiting in North America's foster care system. Learn more about Wendy's at **www.wendys.com**. For details on franchising, visit **www.wendys.com/franchising**. Connect with Wendy's on **X**, **Instagram** and **Facebook**.

*Fresh beef available in the contiguous U.S. and Alaska, as well as Canada, Mexico, Puerto Rico, the UK, and other select international markets.

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