



#### NEWS RELEASE

## Wendy's Introduces First-of-Its-Kind Big Bacon Cheddar Cheeseburger, Yes Really

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The newest addition to the Made to Crave lineup goes all in on bacon and cheddar, topped with an innovative toasted cheddar bun

DUBLIN, Ohio, Aug. 31, 2021 /PRNewswire/ -- Wendy's® is making your cheesy, bacon-filled dreams come true with the launch of the new Big Bacon Cheddar Cheeseburger. The third addition to the Made to Crave lineup this year, this unforgettable sandwich flips the notion of a traditional bacon cheeseburger on its bun with unparalleled culinary sophistication and an explosion of big, bold flavors.

"As the home of the number one bacon cheeseburger\*, we had a desire to dial-up what we do best and create a flavorful, pub-fare style sandwich featuring more bacon, more cheddar and more innovation," said John Li, Vice President of Culinary Innovation at The Wendy's Company. "The result is an unexpected, melt-in-your-mouth sandwich with huge craft flavors that deliver on our promise of always being craveable and affordable."

The new Big Bacon Cheddar Cheeseburger boasts Wendy's fresh, never frozen beef\*\* topped with its signature Applewood smoked bacon cooked fresh daily, a custom bacon sauce with a hint of sweetness, crispy onions, American cheese and a creamy, tangy cheddar cheese spread all housed in a first-of-its-kind cheddar bun, toasted to perfection.

Ready to experience more? Purchase the new Big Bacon Cheddar Cheeseburger via **Wendy's drive-thru**, contactless pickup via mobile order or through **delivery** with the Wendy's app, DoorDash, GrubHub, Postmates, and Uber Eats. And don't forget, when you order via the Wendy's app, Wendy's website or at a restaurant, you'll 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 (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 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](http://www.wendys.com/franchising).

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\*Source: Based on servings among quick service restaurants over 12-month period ending March 2021. Source: The NPD Group/CREST®

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

\*\*\*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](http://www.wendys.com/Rewards) for details. Delivery availability and provider may vary by location. Prices may be higher than at restaurant. Delivery fees may apply. See Wendy's app, **Wendys.com** or delivery provider for details.

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