NEWS RELEASE

Wendy's Invites Fans to "Unfreeze the Season" With Its New Holiday Box

2026-11-16

The brand is helping fans to slow down and step back into the warmth of the Solarium – making new holiday memories with a festive meal, collectible knit hat and new Peppermint Frosty treats

Wendy's Holiday Lineup, Unwrapped:

- The new Holiday Box arrives Nov. 16 at participating U.S. Wendy's restaurants*, complete with a Dave's Double® or 10-piece Chicken Nuggets, small Hot & Crispy Fries, a small soft drink and one of four collectible retro knit hats.
- Each meal comes with one of four collectible retro knit hats repping "Frosty", "Where's the Beef?", "Biggie" or the Wendy's logo, but which one fans unwrap is a surprise.
- Two seasonal treats also join the holiday offerings: Peppermint Frosty Swirl® and Peppermint Brownie Frosty Fusion®.
- Wendy's $3 Frosty® Key Tags return for another season, benefiting the Dave Thomas Foundation for Adoption®.
- Wendy's is also bringing its iconic Solarium back IRL with a limited-time experiential pop-up in New York City's Flatiron District on Nov. 17 and 18, giving fans a place to slow down, take a seat and enjoy quality time and

food together.

DUBLIN, Ohio, Nov. 16, 2026 /PRNewswire/ -- The holidays move fast. Between packed calendars, growing to-do lists and the rush to make every moment count, sometimes the best gift is simply a reason to slow down. This holiday season, Wendy's® is serving up exactly that by honoring a beloved piece of its heritage: the iconic glass-walled Solarium.

For years, Wendy's fans have reminisced about the Solariums, sharing memories and photos of time spent enjoying a meal, reading magazines, playing games and simply enjoying what was right in front of them. Now, Wendy's is bringing that feeling back, giving fans a chance to relive some of their fondest memories.

Beginning today, Wendy's Holiday Box is available at participating restaurants nationwide for a limited time. Starting at $11.99,* the meal is served in Solarium-inspired packaging and includes a Dave's Double® made with fresh, never frozen beef** or 10-piece Crispy or Spicy Chicken Nuggets, with small Hot & Crispy Fries, a small soft drink and one of four collectible retro knit hats.

And because no holiday meal is complete without a little something to unwrap, the hat comes tucked inside a holiday-themed blind bag, keeping the design a surprise until the big reveal. The retro designs celebrate "Frosty", "Where's the Beef?", "Biggie" and Wendy's, making all four worth unwrapping and collecting for this year's holiday card photoshoot.

"For our fans, the sunroom was a place where memories were made over a meal together, and that feels especially relevant during the holiday rush," said Tariq Hassan, Chief Marketing & Customer Growth Officer, Wendy's. "We're bringing that feeling back, from a real Solarium in New York City to a Holiday Meal fans can enjoy anywhere. So, pull up a seat, enjoy a hot, juicy cheeseburger, throw on a warm Wendy's hat and spend a little more time together."

Your Childhood Wendy's Is Home for the Holidays

The love and connection for the Solarium runs deep with fans. Beginning in the 1980s, the glass-walled dining rooms became more than a distinctive part of Wendy's restaurant design.

For fans who grew up with Wendy's Solariums, the memories have stuck. Glimpses of the iconic glass-walled sunrooms on social media still transport them back to childhood and the moments they shared there. For younger fans discovering the Solarium for the first time, it offers something equally meaningful – a chance to slow down, connect in real life and discover a piece of Wendy's history along the way.

That's why, on Nov. 17 and 18, Wendy's is turning those memories into something fans can experience again with a

limited-time holiday Solarium pop-up in New York City's Flatiron District. For two days only, fans can step away from the holiday rush and into a classic, cozy Wendy's Solarium decked out in its holiday best, complete with Holiday Meals and plenty of nods to Wendy's heritage.

Whether fans remember the original or are discovering the Solarium for the first time, Wendy's is creating a place to sit back, settle in and make a new holiday memory.

More Ways to Celebrate, the Wendy's Way

And because one holiday miracle wasn't enough, Wendy's is spreading even more cheer this season from festive spins on menu favorites to gifts that keep on giving, and quality food at a price that helps holiday budgets go further.

- Peppermint Meets Frosty: Starting today, Wendy's is bringing one of the season's signature flavors to its iconic frozen treat with two peppermint Frosty creations. The Peppermint Frosty Swirl® combines Wendy's classic Vanilla or Chocolate Frosty with a swirl of peppermint sauce, while the Peppermint Brownie Frosty Fusion® takes things up a notch, adding rich brownie pieces for an extra-indulgent holiday treat.
- 'Tis the Season for Frosty Key Tags: For only $3, fans can purchase a **Frosty Key Tag**, giving them exclusive access to a free Jr. Frosty with purchase on every visit to Wendy's throughout 2027. Even sweeter, a portion of each Frosty Key Tag sold supports the Dave Thomas Foundation for Adoption® and its work finding permanent, loving families for children waiting in foster care****. Designed for easy holiday gifting, each physical tag comes in a holder with "to" and "from" fields, making it a small gift that can make a big difference.
- Fresh Beef, Fresh Value with $7.99 Dave's Single Combo Meal: With holiday budgets working overtime, Wendy's is reminding fans they don't have to choose between quality and value. For a limited time, the $7.99 Dave's Single® Combo Meal includes a made-to-order Dave's Single with fresh, never frozen beef*****, small Hot & Crispy Fries and a small soft drink at participating U.S. restaurants******.

Whether it's unwrapping Wendy's Holiday Box, savoring a Dave's Double® made with fresh, never frozen beef**, collecting all four hats, enjoying a Peppermint Frosty or stepping back under that iconic glass Solarium roof, Wendy's is inviting fans to slow down and enjoy the little moments that make the holidays special.

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**.

*Limited time only while supplies last. U.S. price and participation may vary. Prices may be higher for delivery. Knit hats may vary by restaurant, cannot be selected and are not available for individual sale.

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

*** Flatiron Plaza, 5th Ave & W 23rd Street, New York, NY. Open to public on November 17 from 4 – 8 PM and November 18 from 11 AM – 8 PM. One (1) free Holiday Box per guest while supplies last.

****Available at participating U.S. Wendy's® while supplies last. 90% of every Frosty Key Tag sold from 11/16/2026 to 1/31/2027 will benefit the Dave Thomas Foundation for Adoption. One (1) free Jr. Classic Frosty per transaction per visit per key tag with any in-restaurant purchase. Not valid for Frosty with mix-ins, swirls or toppings. Key tags valid 11/11/2026 through 12/31/2027.

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

******Limited time only. U.S. price and participation may vary. Not valid with any other offer or discount. No substitutions. Prices may be higher for delivery.

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