



NEWS RELEASE

## Wendy's New Product Team Honored with Hot 'N Juicy Award for Pretzel Bacon Cheeseburger

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DUBLIN, Ohio, May 2, 2014 /PRNewswire/ -- (NASDAQ: WEN) -- Wendy's is being honored with an industry award for product innovation, commemorating the national introduction of one of the trendiest and tastiest hamburgers: the Pretzel Bacon Cheeseburger.

Wendy's will receive a 2014 Nation's Restaurant News MenuMasters Award in the category of Best Limited-Time Offer. Nation's Restaurant News (NRN) will present the award at its 17th annual event in Chicago on May 17.

MenuMasters Awards recognize organizations for outstanding dedication and achievement in product introductions that set new standards in the industry based on menu innovation, unique use of ingredients, unusual cooking methods and menu extensions.

The winners, selected by the editorial board of NRN, created menu items that had a significant impact on the industry.

Wendy's Lori Estrada said, "We're very honored to receive a MenuMasters award. Our product development team's primary mission is to innovate with bold, exciting flavor combinations that consumers love. With the Pretzel Bacon

Cheeseburger, we tapped into consumers' love of pretzels and transformed the iconic snack into an artisan crafted cheeseburger. This is definitely a product that Dave Thomas would be proud of and that our customers love."

Launched as a limited-time product last summer, the Pretzel Bacon Cheeseburger was one of the most unique and anticipated offerings of the year. The pub-style cheeseburger gained critical acclaim in test markets in early 2013, outperforming any other promotional hamburger in recent Wendy's history.

## About Wendy's

Wendy's is one of the world's most successful restaurant operating and franchising companies with more than 6,500 restaurants worldwide. More information about The Wendy's Company is available at [wendys.com](http://wendys.com) and [aboutwendys.com](http://aboutwendys.com).

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SOURCE The Wendy's Company

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