



NEWS RELEASE

## Wendy's Offers \$1.99 Kids' Meals Just in Time for Summer

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WENDY'S JOINS KIDS LIVEWELL PROGRAM • NEW PRODUCT AND INTERACTIVE GAMES ADDED TO KIDS' MEALS

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Dublin, Ohio – This summer both kids and parents alike will be thrilled to find new menu items and interactive games added to the Wendy's® Kids' Meals™. And starting today, all Kids' Meals are available for \$1.99 after 4 pm\*, so parents can provide their children with nutritious and fun food options at a value price.

“Mealtime is important for parents to spend with their children—even if it’s on the go. By providing nutritious options on our Kids’ Meal menu and interactive games for the whole family, we hope to create quality moments for parents to engage with their kids,” said Liz Geraghty, Wendy’s VP of Brand Marketing.

Wendy's Joins Kids Live Well™

Wendy's has recently joined Kids LiveWell, a program launched by the National Restaurant Association in collaboration with Healthy Dining Finder to help parents and children select nutritious foods when dining out. Wendy's has two complete meal options that meet the nutrition criteria of Kids LiveWell:

- Grilled Chicken Wrap with sliced apples
- Kids' Meal Hamburger with sliced apples

Drink choices for both meals include Juicy Juice® 100 percent apple juice, TruMoo® 1% low fat white milk and Nestlé® bottled water.

"Since 1969, we've offered a customized menu which allows adults and children to choose the foods that meet their individual needs and tastes," Geraghty added.

#### New Kids' Meal Menu Item and Interactive Games

Wendy's has expanded its Kids' Meal options by introducing a Grilled Chicken Wrap. The Grilled Chicken Wrap starts with one-half of a grilled chicken breast, topped with crisp lettuce, cheddar cheese and a honey mustard sauce all wrapped in a flour tortilla.

Wendy's Kids' Meals offer more than great food. As part of the company's "Pause. Play. Together."® initiative, every Kids' Meal comes with interactive games that parents can play with their children or toys that can be used to teach them something new. This summer will feature Klutz® Triptivities® activity books that have games, puzzles, doodles, flipbooks and more.

"All of our toys are designed to encourage 'family time' with parents and children," Geraghty added.

To view the entire Wendy's Kids' Meal® menu and to learn more about Wendy's participation in Kids LiveWell, visit [http://www.wendys.com/kids\\_meal/](http://www.wendys.com/kids_meal/).

\*At participating Wendy's for a limited time.

#### About The Wendy's Company

The Wendy's Company is the world's third largest quick-service hamburger company. The Wendy's system includes more than 6,500 franchise and Company restaurants in the United States and 27 countries and U.S. territories worldwide. For more information, visit [www.wendys.com](http://www.wendys.com) or [www.aboutwendys.com](http://www.aboutwendys.com).

#### CONTACTS:

Denny Lynch, 614-764-3553, [denny.lynch@wendys.com](mailto:denny.lynch@wendys.com)

Amy Robinson, 404-879-9126, [amy.robinson@ketchum.com](mailto:amy.robinson@ketchum.com)

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