



NEWS RELEASE

Wendy's Reminds Football Fans to Never Settle for Frozen

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College Tailgate Tour Goes Across the Nation to Give Away Fresh Beef

DUBLIN, Ohio, Sept. 1, 2017 /PRNewswire/ -- When it comes to fresh beef, Wendy's® is the champion over its frozen competitors. In fact, since the first Wendy's opened nearly 50 years ago, no one has come close to making hamburgers the way Wendy's makes them – with 100 percent fresh, never-frozen North American beef¹.

"No matter who fans root for on Saturdays, we know everyone can agree that fresh beef is better than frozen because fresh just tastes better." said Kurt Kane, Chief Concept and Marketing Officer for Wendy's. "That's why we're going to some of the biggest college football games of the year to make sure fans who are tailgating don't have to settle for anything less than fresh."

With its food truck in tow, Wendy's, the Official Hamburger of the NCAA, will host live tailgating events with college football fans at the following games across the nation:

- 9/3 – Texas A&M @ UCLA
- 9/9 – Oklahoma @ Ohio State
- 9/22 – Utah @ Arizona

- 9/30 – Clemson @ Virginia Tech
- 10/7 – Pittsburgh @ Syracuse
- 10/14 – Ohio State @ Nebraska
- 10/21 – LSU @ Ole Miss
- 10/28 – Texas @ Baylor
- 11/4 – Army @ Air Force
- 11/11 – Florida @ South Carolina
- 11/18 – Mississippi State @ Arkansas
- 11/25 – Ohio State @ Michigan

At each stop, Wendy's food truck will be serving free Dave's Single cheeseburgers made with fresh, never frozen beef. Fans will also have the chance to square off against their own rivals in cornhole competitions where an emcee will energize the games and let college football fans know that Wendy's serves fresh, never frozen beef on every hamburger every day.

For those who want to be part of the fun but can't make it to one of the games, you can follow along with the 2017 Wendy's College Tailgate Tour on **Instagram**, **Twitter** and **Facebook** channels throughout the campaign.

The Wendy's College Tailgate Tour is owned by IMG College and produced by IMG LIVE.

¹Fresh beef available in the contiguous U.S., Canada, and Alaska.

About The Wendy's Company

The Wendy's Company (NASDAQ: WEN) is the world's third largest quick-service hamburger restaurant chain. The Wendy's system includes more than 6,500 restaurants in 30 countries and U.S. territories. For more information, visit www.aboutwendys.com.

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