



NEWS RELEASE

## Wendy's® Value Menu Sizzles with a New Steakhouse Jr. Cheeseburger

5/23/2014

SAVORY STEAKHOUSE JR.  
CHEESEBURGER DELUXE ADDED TO  
RIGHT PRICE RIGHT SIZE MENU®  
FOR SUMMER

May 23, 2014

DUBLIN, Ohio – Leave your suit and tie at home this summer – Wendy's is serving steakhouse taste without the steakhouse price with the introduction of the new Steakhouse Jr. Cheeseburger Deluxe.

The new limited-time cheeseburger boasts a fresh, never frozen beef† hamburger patty seasoned with steakhouse seasoning, melty cheese and a creamy garlic aioli sauce made with roasted garlic, onion and Dijon mustard. The hamburger patty is topped with sliced red onion, hand-cut tomato and hand-leafed lettuce. No need to break the bank in order to pick up the tab for this “steakhouse dinner” – the Steakhouse Jr. Cheeseburger Deluxe is just \$1.49\* at participating locations.

“The Steakhouse Jr. Cheeseburger Deluxe features steakhouse-inspired flavors, such as savory seasoning and garlic aioli, bringing premium ingredients you wouldn’t expect to find on a value menu,” said Liz Geraghty, Wendy’s Vice President, Brand Marketing. “This delicious new addition to the Right Price Right Size Menu delivers on our continued promise to give consumers new taste experiences on any budget.”

Wendy’s is serving steakhouse taste without the steakhouse price: Introducing the new Steakhouse Jr. Cheeseburger Deluxe, available on the Right Price Right Size menu for a recommended price of \$1.49. The Steakhouse Jr. Cheeseburger Deluxe, available for a limited-time, boasts a fresh, never frozen beef hamburger patty seasoned with savory steak seasoning, melty cheese and a creamy garlic aioli sauce made with roasted garlic, onion and Dijon mustard.

Wendy’s Right Price Right Size Menu offers consumers options to create an entire meal, not the standard value menu or bland taste of some other restaurants that may consist mostly of snacks and side items. The Wendy’s value menu features five different cheeseburgers, three types of chicken wraps, two side salad options, Chili, a chicken sandwich and more. The Right Price Right Size Menu has options starting at 99-cents.\*

The Steakhouse Jr. Cheeseburger Deluxe is another component of Wendy’s ongoing brand transformation initiative, which includes menu innovation; the re-imagining of restaurants with a bold, contemporary look; an updated Wendy’s logo; new crew uniforms; consumer-preferred menuboard and packaging; and a completely overhauled Wendys.com.

#### About Wendy’s

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 29 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).

\*Suggested RPRS Menu options and pricing. Prices and participation may vary.

†Fresh ground beef served in the contiguous U.S. and Canada.

#### MEDIA CONTACTS:

Frank Vamos

614-764-8477

**[Frank.Vamos@wendys.com](mailto:Frank.Vamos@wendys.com)**

Janna Chapman

404-879-9159

**Janna.Chapman@ketchum.com**