



NEWS RELEASE

Wendy's is Serving Up a Frightfully Fun Halloween with Boo! Books and Frosty Frights

2026-09-03

From supporting the Dave Thomas Foundation for Adoption to collectible kids' meal toys, Wendy's two fan-focused experiences are all treats and no tricks this Halloween season

Fresh Facts:

- Wendy's annual Boo! Books® fundraiser and Frosty Frights™ collectibles are back for the Halloween season.
- For just \$1, every Boo! Books coupon book provides five free Jr. Frosty coupons and one \$1.99 Kids' Meal with purchase coupon, and a portion of every purchase supports the Dave Thomas Foundation for Adoption® in its mission to find loving, permanent homes for children in foster care.
- Beginning September 14, Frosty Frights™ are back for the third year at Wendy's with 12 new kids' meal toys – plus a chance to score one (un)lucky thirteenth Frosty Frights toy, only available via a Wendy's Rewards Drop – the exclusive merch drop program only available to Rewards members in the Wendy's App.
- Available September 28, Wendy's Canada will also offer Boo! Books and six Frosty Frights collectibles at participating restaurants nationwide.

DUBLIN, Ohio, Sept. 3, 2026 /PRNewswire/ -- Move over, summer. Spooky season has officially arrived. Wendy's® is ready for Halloween with a lineup that's equal parts sweet and frightful: Boo! Books® and

Frosty Frights™. From scoring Frosty® treats while supporting a meaningful cause to collecting a brand-new cast of spooky characters, fans have plenty of reasons to make Wendy's part of their Halloween season.

Boo! Books Make Giving Back Extra Sweet – Available Now

Back for another year, Wendy's annual Boo! Books fundraiser gives customers great value in support of an even better cause. Every purchase helps support the Dave Thomas Foundation for Adoption® in their mission to find loving, permanent homes for children in foster care. For just \$1, each Boo! Books coupon book includes five FREE Jr. Frosty coupons and one \$1.99 Kids' Meal with purchase coupon.

- 90¢ from every Boo! Books coupon book purchase benefits the Foundation's work to find safe, permanent homes for children waiting in foster care across the U.S.
- Fans can purchase Boo! Books at participating U.S. Wendy's restaurants, through the Wendy's app, at kiosks through the "Give Something Back" option and in bulk online through the **Dave Thomas Foundation for Adoption**.

Meet the New Faces of Frosty Frights – Available September 14

The Halloween fun doesn't stop with Boo! Books! Beginning September 14, Frosty Frights are creeping back into Wendy's Kids' Meals for the third Halloween haunt. Frosty Frights characters will be hiding in Wendy's Kids' Meals alongside the choice of 2-piece Chicken Tenders, 4-piece Chicken Nuggets, a Hamburger or Cheeseburger with Jr. Hot & Crispy Fries or Apple Bites, and a Kids' drink.

- This year's collection introduces twelve new Frosty Frights toys – six core characters and six variants – each bringing their own haunting personality to the Frosty Frights crew:
 - Numb Chuck
 - Sir Choc-O-Lot
 - E.A.T.
 - Cold Foot
 - Shiver Wing
 - Taranchilla
- Each character comes with a sticker sheet and mini trading card, while a full-color themed meal bag brings even more Halloween spirit to the experience.
- For Wendy's youngest fans, a book featuring Frosty Frights characters rounds out the seasonal fun.
- Wendy's will also be giving its most loyal fans an opportunity to secure an (un)lucky 13th Frosty Frights character, but you have to be Wendy's Rewards member for a chance to win. Keep an eye on the Wendy's app more details to be announced soon.

Available September 28, Wendy's Canada will also offer Boo! Books™ and six Frosty Frights collectibles

at participating restaurants nationwide.

Don't let these Halloween treats disappear into the night. Boo! Books and Frosty Frights are only available for a limited time!

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.

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

Boo! Books are available at participating U.S. and Canada Wendy's while supplies last. In the U.S., 90¢ of each \$1 coupon book sold will benefit the Dave Thomas Foundation for Adoption. In Canada, all proceeds of each \$3 coupon book sold will benefit the Dave Thomas Foundation for Adoption Canada™. Coupons are only redeemable in-restaurant and valid through 12/31/2026.

Frosty Frights are available at participating U.S. and Canada Wendy's for a limited time. Wendy's Kids' Meal toy may vary. While supplies last.

View original content to download multimedia:**<https://www.prnewswire.com/news-releases/wendys-is-serving-up-a-frightfully-fun-halloween-with-boo-books-and-frosty-frights-302868252.html>**

SOURCE The Wendy's Company