Wendy's Joins U.S. Roundtable for Sustainable Beef

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Company adds sustainability commitment to its industry-leading approach to supply chain responsibility

DUBLIN, Ohio, Dec. 5, 2016 /PRNewswire/ -- Today, Wendy's® announced its partnership with the U.S. Roundtable for Sustainable Beef and a commitment to advancing sustainability efforts throughout the U.S. beef value chain. With a forty-six year commitment to serving only fresh*, never frozen North American beef, Wendy's has long partnered with leaders throughout the beef supply chain to advance responsible practices in animal production, health and welfare. By joining the Roundtable, Wendy's will also ensure it has an active voice in discussions about the environmental, social and economic sustainability of the U.S. beef industry.

"Wendy's was founded on a simple principle that 'Quality is our Recipe' and customers deserve great tasting hamburgers served by friendly people in a comfortable restaurant," said Liliana Esposito, Chief Communications Officer for The Wendy's Company. "Our commitment to quality beef that is always fresh and never frozen has created a decades-long relationship between our business and the U.S. beef producers that help us serve our customers every day. We have a long-term interest in promoting the continued sustainability of the U.S. beef supply chain, and we are proud to join the efforts of the U.S. Roundtable for Sustainable Beef and align on common goals and metrics to drive continuous improvement in U.S. beef production."

Recognizing that consumers are increasingly interested in where their food comes from and how it is raised, the USRSB aims for the U.S. beef value chain to be the trusted global leader in environmentally sound, socially responsible and economically viable beef. With members that include farmers and ranchers, processors and industry partners, academics, retailers and environmental groups, the USRSB brings together a diversity of viewpoints and interests through leadership, innovation, multi-stakeholder engagement and collaboration.

"The strength and success of the U.S. Roundtable for Sustainable Beef is dependent on a diverse membership that encompasses the entire beef value chain," said John Butler, beef producer and Chair of the USRSB. "We are very proud to have Wendy's join the Roundtable as we all work to improve the sustainability of the U.S. beef industry."

Since founding Wendy's in 1969, Dave Thomas pledged that his restaurants would always serve fresh, never frozen beef hamburgers. As his restaurant chain grew, the supply chain evolved to service each and every restaurant in the United
States with fresh, never frozen, North American beef. Today, there are more than 6,500 restaurants in the Wendy's family. Visit The Square Deal™ blog, dedicated to the brand's Corporate Social Responsibility efforts, to read the brand's latest blog, Here's the Beef.

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

About Wendy's

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 29 countries and U.S. territories. For more information, visit www.wendys.com


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