Wendy's Heats Things Up with the Release of "the Sandwich that Almost Wasn't"

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Jalapeño Fresco Spicy Chicken Sandwich and Ghost Pepper Fries Pack a Spicy Punch

DUBLIN, Ohio, April 13, 2016 /PRNewswire/ -- Attention all heat seekers. This is not a drill! Wendy's® is igniting customers' passion for spice with the release of the Jalapeño Fresco Spicy Chicken Sandwich and Ghost Pepper Fries. Made especially for those with fire-proof palettes, the sandwich and fries were almost too spicy to make it onto the Wendy's menu.

"The Jalapeño Fresco Spicy Chicken Sandwich and Ghost Pepper Fries are both great examples of what makes Wendy's so Deliciously Different," said Kurt Kane, Wendy's Chief Concept & Marketing Officer. "Both of these products are game changers because the heat and spice are intense, while the flavor combination is truly craveable. It's products like these that you can only get (and will keep getting) at Wendy's."

Spicy lovers will appreciate the 10 different sources of heat in the Jalapeño Fresco Spicy Chicken Sandwich, which include red pepper, chili pepper, jalapeño, paprika, black pepper, cayenne, capsicum, habanero, red jalapeño and ghost pepper – one of the hottest chili peppers in the world.

The Jalapeño Fresco Spicy Chicken Sandwich features Wendy's Spicy Chicken with its signature blend of spice and 100 percent all-white meat chicken breast, topped with fresh, diced jalapeños – seeds and all – and specially made ghost pepper sauce, and capped with a bakery-style, freshly toasted red jalapeño bun. The heat is complemented with savory flavors from warm, melty cheese sauce, delicious Colby Pepper Jack cheese and crunchy red onion.

The Ghost Pepper Fries are covered with a cheese sauce, diced, fresh jalapeños, shredded cheddar cheese and a ghost pepper sauce.

The release of Wendy's Jalapeño Fresco Spicy Chicken Sandwich and Ghost Pepper Fries is supported by an integrated marketing campaign that highlights how the items bring a heat and spice that is only for true heat seekers.

Digital campaign spots feature humorous reactions to tasting the unmatched spiciness of Wendy's Jalapeño Fresco Spicy
Chicken Sandwich and the TV advertising focuses on Wendy's release of the sandwich, despite the recommendations of naysayers in focus group testing. The creative highlights the fact that the deliciously different spice brought by the Jalapeño Fresco Spicy Chicken Sandwich and Ghost Pepper Fries is meant for the "yaysayers" – those who can truly handle the heat.

Available for a limited time only at participating Wendy's, the Jalapeño Fresco Spicy Chicken Sandwich has a suggested price of $4.99. The Ghost Pepper Fries have a recommended price of $1.99. Prices and participation may vary.

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 28 countries and U.S. territories. For more information, visit www.aboutwendys.com.

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