

## Cheese Scores Big in Wendy's New Gouda Bacon Cheeseburger and Bacon Fondue Fries

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DUBLIN, Ohio, Nov. 24, 2015 /PRNewswire/ -- Cheeseburger lovers, huddle up! Wendy's® is bringing together aged Gouda and Swiss Gruyere Cheese Sauce with their oven-baked bacon as star players in Wendy's new Gouda Bacon Cheeseburger. In fact, the cheese in the sandwich has so much swagger, the competition is calling for extra defense.



"Nobody creates a cheeseburger and fries experience like Wendy's, and our new Gouda Bacon Cheeseburger and Bacon Fondue Fries are no exception," said Kurt Kane, Wendy's Chief Concept & Marketing Officer. "Our oven-baked bacon and fresh, never frozen, beef are already famous for being delicious. Now we are combining them with aged Gouda and a Swiss Gruyere cheese sauce that are ready to play their own starring role. Just wait until you see what they can do as a team."

Wendy's new Gouda Bacon Cheeseburger starts with a ¼ lb.\* of 100% pure, fresh, never frozen beef\*\*, served hot off the grill. The beef, which is delivered fresh to Wendy's restaurants two to three times a week, is topped off with a creamy Garlic Aioli, Gouda Cheese and warm Swiss Gruyere Cheese Sauce. Then, three strips of fresh cooked Applewood Smoked Bacon are added, along with red onions, tomato and fresh spring mix – all served on a toasted Brioche Bun. The Gouda Bacon Cheeseburger has a recommended price of \$4.99. \*\*\*

Meanwhile, Wendy's scores another touchdown with a new topped fry offering – Bacon Fondue Fries. Wendy's hot, crispy natural-cut, sea salt fries are drizzled with warm Swiss Gruyere Cheese Sauce and topped with Applewood Smoked Bacon. The Bacon Fondue Fries have a recommend price of \$1.99. \*\*\*

### **Cheese: An Underdog Story**

Former NFL stars Terrell Owens and Vince Young star in Wendy's new television ads and a humorous digital video series. Taking the form of a parody, the marketing campaign, which launches November 30, depicts a classic football underdog story with bacon and cheese as the stars. As overlooked benchwarmers, Gouda and Gruyere, played respectively by Owens and Young, rarely see the field. Gouda and Gruyere finally get their moment and the crowd discovers that great things happen when Bacon, Gouda and Gruyere work together. Visit Wendy's [YouTube](#) channel to watch behind-the-scenes videos starting on November 30.

\* Approximate weight before cooking.

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

\*\*\* Suggested pricing. Price and participation may vary.

### **About The Wendy's Company**

The Wendy's Company (NASDAQ: WEN) 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 28 countries and U.S. territories worldwide. For more information, visit [www.aboutwendys.com](http://www.aboutwendys.com).

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