Wendy's Brings the Beef to Daley Plaza Farmers Market with Giant Baconator

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CHICAGO, Sept. 1, 2016 /PRNewswire/ -- And you thought Willis Tower was big! Wendy's just provided the ultimate escape to meat lovers trapped in an otherwise kale and bok choy world by bringing the Baconator to Daley Plaza Farmers Market!

An inflatable, building-sized, Baconator-shaped dome greeted Farmers Market customers as Wendy's handed out nearly 1,000 free Baconators made with fresh beef1 from ranches close by so it's delivered fresh never frozen. The Baconator Dome included lounge chairs for attendees to relax and enjoy this meaty masterpiece, and a 180-degree bite photo booth that captured images of fans' beefy, bacon-y euphoria.

Starting with two ¼ lb. patties2 of 100 percent pure fresh beef, this is a hamburger built on a foundation of fresh. Topped with six strips of thick-cut Applewood Smoked Bacon, three slices of cheese and a bakery-style bun, you'll taste the difference and know you couldn't get a hamburger this good anywhere but Wendy's.

The Baconator has a suggested retail price of $6.36.3

1 Fresh beef available only in the contiguous U.S. and Canada.
2 Approximate weight before cooking.
3 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 restaurant chain. The Wendy's system includes more than 6,500 restaurants in 29 countries and U.S. territories. For more information, visit www.aboutwendys.com.

**Photography available upon request.**

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