

The One and Only: Wendy's Baconator

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DUBLIN, Ohio, Aug. 8, 2016 /PRNewswire/ -- Facts are facts. And the fact is that for nine years, Wendy's® has proven that there is only one Baconator®. Some other guys use frozen beef and microwaved bacon, but Wendy's North American beef is from ranches close by so that it never has to be frozen. And only Wendy's tops that fresh, never frozen, North American beef¹ with six strips of Applewood Smoked Bacon that's cooked in house every day—in fact, you can smell it cooking in our restaurants.



"Only Wendy's can bring beef and bacon to give you a hamburger worthy of the name Baconator," said Kurt Kane, Wendy's Chief Concept and Marketing Officer. "It starts with fresh, juicy beef raised close so that it never needs to see a freezer. We top it off with real bacon cooked the right way, not in a microwave like some others use. It's what makes the Baconator so delicious and juicy and why it's the ultimate masterpiece for meat lovers."

To build this juicy collaboration, the Baconator starts with two ¼ lb. patties² of 100% pure fresh beef. Then we add six strips of thick-cut Applewood Smoked Bacon on top of those patties for a savory, crispy and meaty bonus to your burger. With 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.

As a companion to our one-of-a-kind Baconator, Wendy's is bringing back the Baconator Fries. A delicious blend of warm cheddar cheese sauce, freshly-cooked Applewood Smoked Bacon and shredded cheddar cheese drizzled over Wendy's natural-cut fries.

The Baconator has a suggested retail price of \$6.36³ and the limited-time Baconator Fries have a suggested price of \$1.99.³

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.

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