

Wendy's New Spicy Sriracha Chicken Sandwich Takes Sriracha To A New Level

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Bacon Sriracha Fries Also Provide The Perfect Side Item For Sriracha Lovers

DUBLIN, Ohio, Dec. 5, 2016 /PRNewswire/ -- *Earlier today – as we were overcome with excitement about our new Spicy Sriracha Chicken Sandwich and Bacon Sriracha Fries – Wendy's got carried away and issued an alert that looked more like the obsessed ramblings of a Sriracha fanatic. Anyone with a similar love for Sriracha can understand – it's just that good! We've since pulled ourselves together and have provided all the details about our newest creation below. Thanks for understanding.*



Calling all Sriracha lovers! Wendy's® has gone all-in on Sriracha with the debut of its Spicy Sriracha Chicken Sandwich. Available for a limited time, the entire sandwich – including the bun, the cheese and, of course, the sauce – is infused with Sriracha, satisfying even the most die-hard fans of the flavorful red sauce in a way that only Wendy's can.

"Sriracha lovers have an irrational love for the sauce, so we knew we had to find a way to properly honor that devotion with the Spicy Sriracha Chicken Sandwich," said Carl Loreda, Vice President of Marketing and Advertising at Wendy's. "We did more than just spread or drizzle Sriracha on a chicken sandwich. We went all in and infused sriracha *in* the entire sandwich – delivering the maximum amount of flavor from the first bite until the last."

Starting with a toasted Sriracha-infused bun, a dollop of Sriracha aioli is added to amplify the chili-garlic taste. Next comes thick-cut, oven baked Applewood Smoked Bacon to bring out a savory note. Then even more Sriracha flavor is added with a custom Sriracha Jack cheese. The spiciness of the sandwich is layered with Wendy's always tender and flavorful Spicy Chicken filet. Featuring a fiery blend of eight spices and peppers, it gets its kick from a special mix of black pepper, chili pepper and mustard seed.

To round out the full Sriracha-filled experience, Wendy's is also adding Bacon Sriracha Fries to the menu for a limited time. Made on a base of Wendy's natural-cut sea salt French fries and topped with a creamy Sriracha aioli, Applewood Smoked Bacon and a cheddar cheese sauce, the fries offer another way for Sriracha lovers to get their fix.

With a suggested price of \$5.39 for the Spicy Sriracha Chicken Sandwich and \$1.99 for the Bacon Sriracha Fries, these flavor-infused favorites can be found at participating Wendy's restaurants for a limited time.

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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