

Wendy's



History

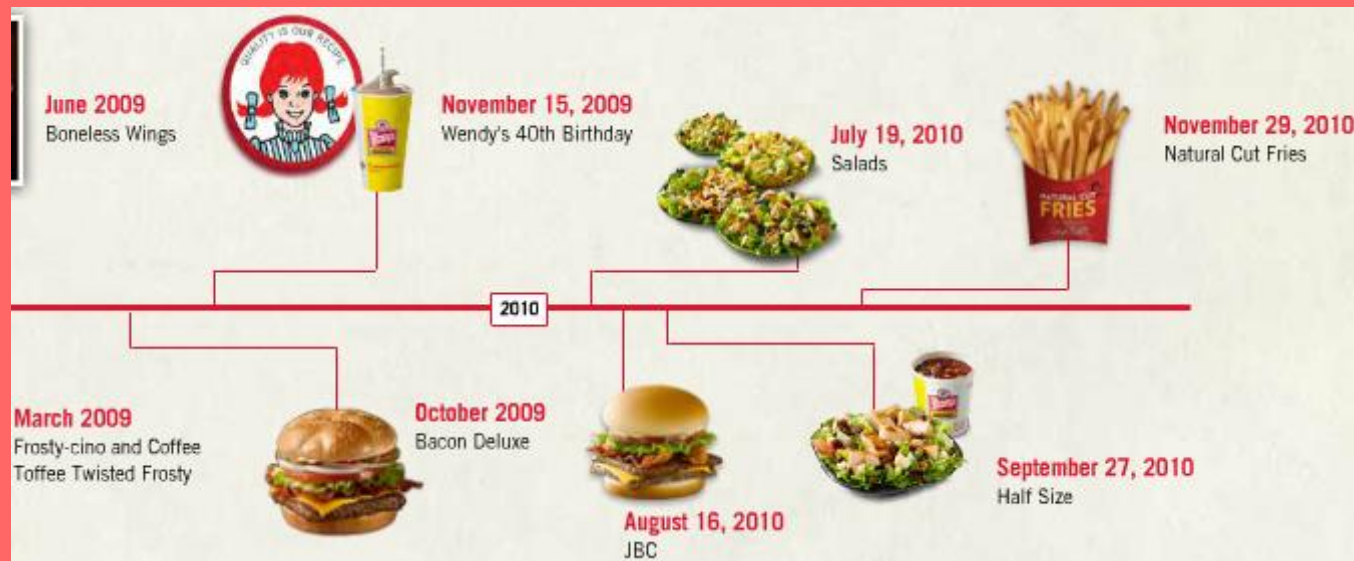
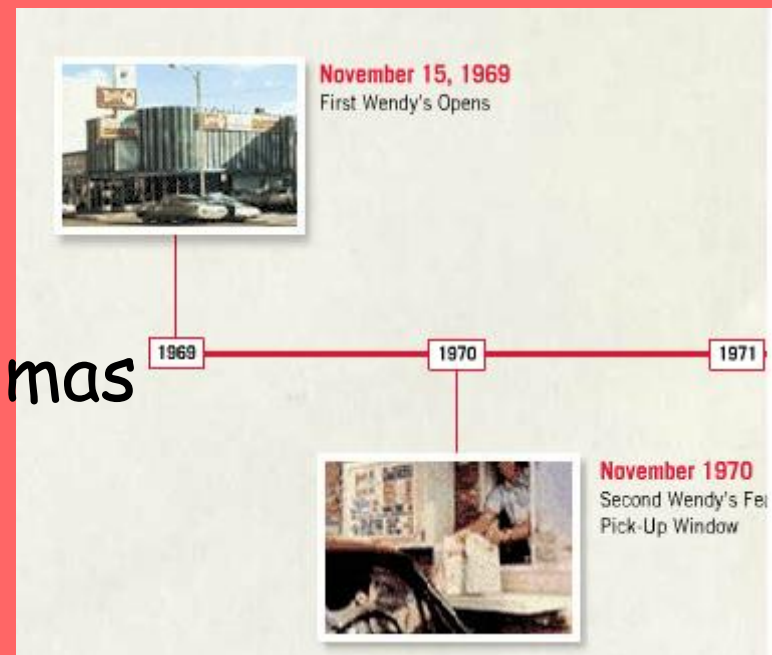
1969 Foundation by Dave thomas

1970 First drive open

1979 Creation of salad bar

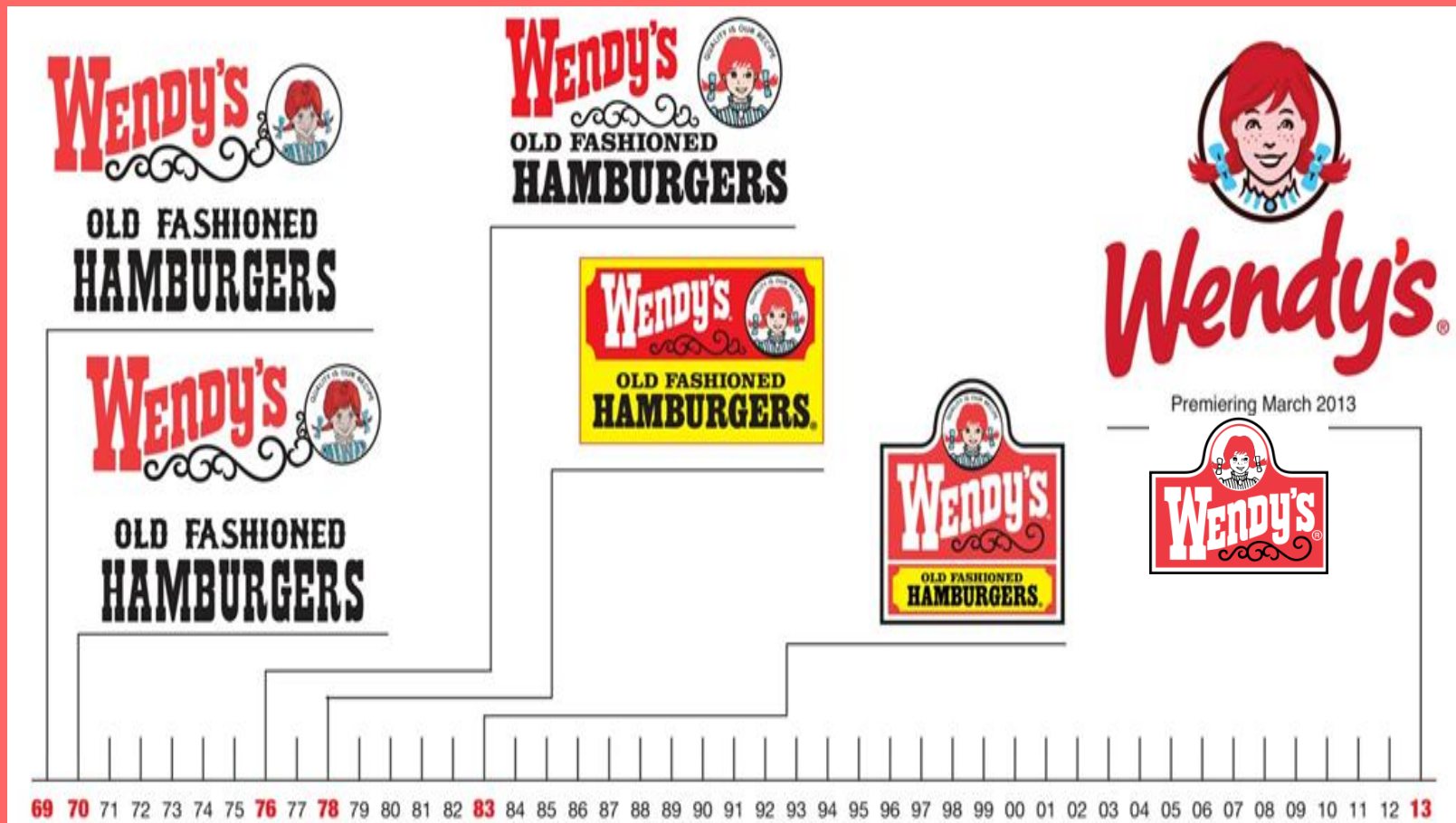
2007 Closing the original restaurant

2013 Creation of a new logo



The Chain

The logo has improved many times and the next logo will be launched in March 2013



Wendy's around the world :



Europe : Russie

Wendy's

КАЧЕСТВО
РУЧНОЙ СБОРКИ

- ▶ О Wendy's
- ▶ Меню
- ▶ Адреса ресторанов
- ▶ Вакансии
- ▶ Франчайзинг
- ▶ Сотрудничество

Пышная
булочка 12/9

Свежие
овощи

Сочная
говядина 3"

Меню Wendy's

2ge

PVC / ENG

Caribbean - Central America [close]
North America

Caribbean

Aruba ►
Bahamas ►
Curaçao ►
Dominican Republic ►
Grand Cayman ►
Jamaica ►
Puerto Rico ►
Trinidad ►
U.S. Virgin Islands ►

Central America

Costa Rica ►
El Salvador ►
Guatemala ►
Honduras ►
Mexico - Mexico City ►
Mexico - Monterrey ►
Mexico - Juarez ►

Panama ►

North America

Canada ►
United States ►



Middle East & Africa [close]

UAE ►



Asia - Pacific [close]

Guam ►
Indonesia ►
Japan ►
Malaysia ►
Philippines ►
Singapore ►

Australasia [close]

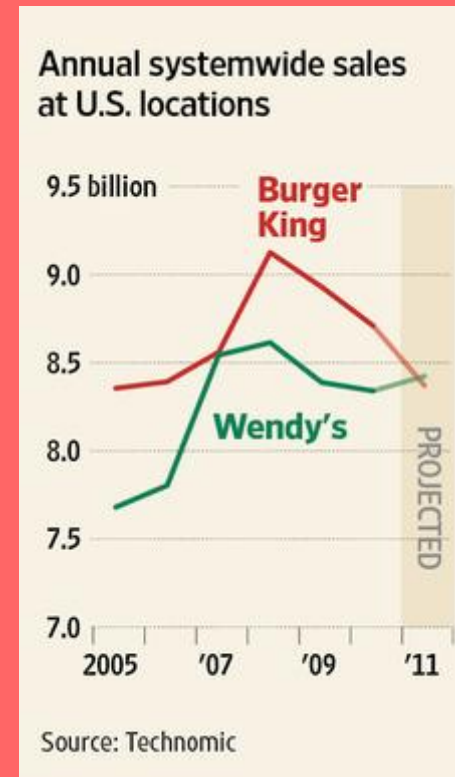
New Zealand ►



South America [close]

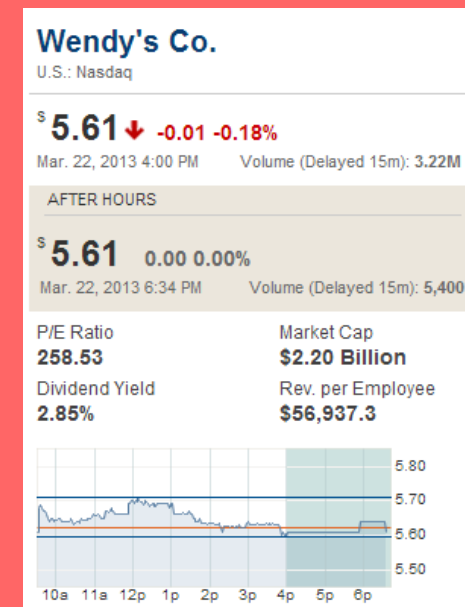
Argentina ►
Venezuela ►

31 countries like the U.S.A.
Japan, Russia
but not yet in France



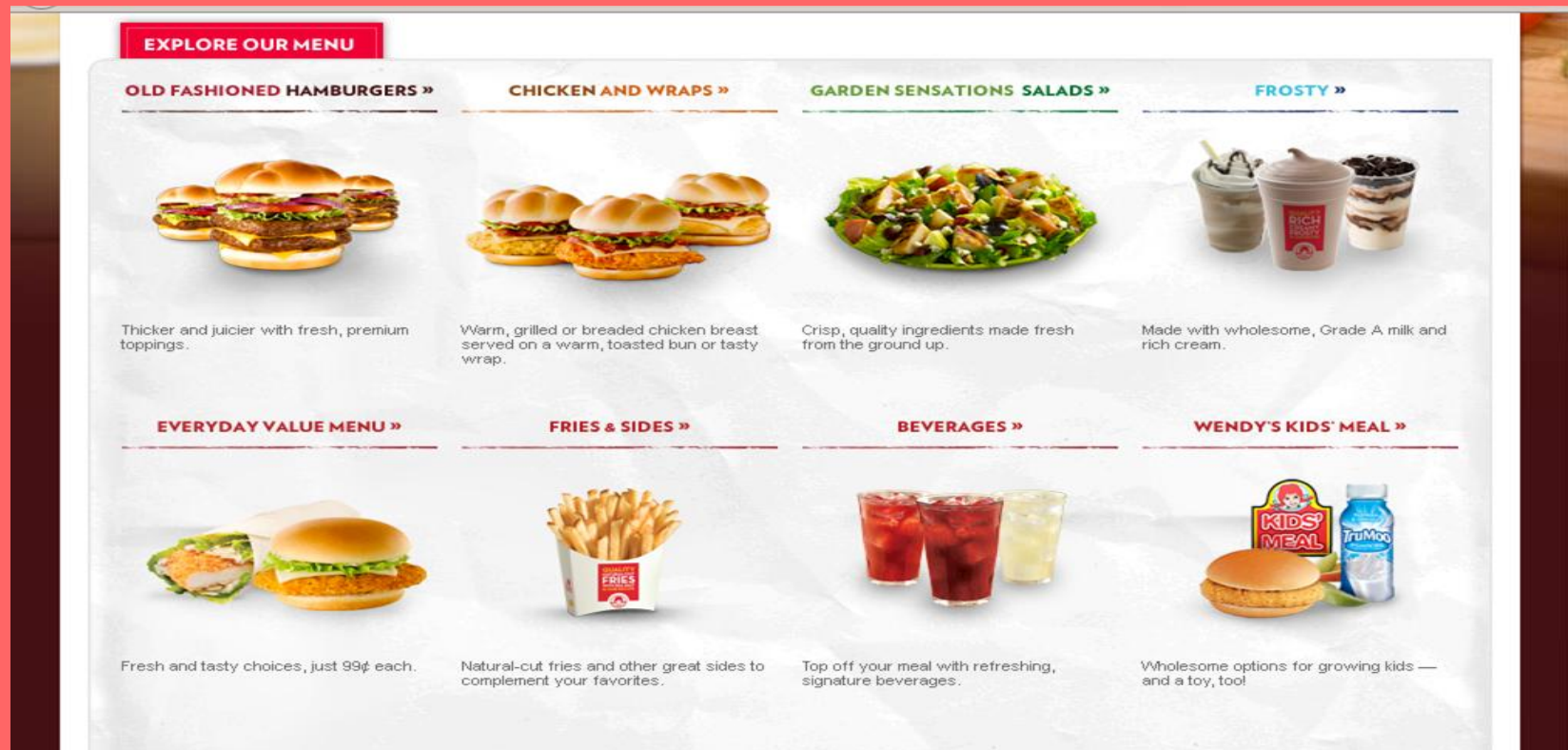
Burger King, the perennial No. 2 in the burger wars, is about to be beaten out by a pigtailed girl. [Wendy's](#) Co. [WEN -0.18%](#) is poised to pass Burger King Holdings Inc. in U.S. sales, trailing only industry behemoth [McDonald's](#) Corp., [MCD +0.75%](#) in the first reordering of the industry-leading trio since Wendy's was founded in 1969.

Source : The Wall Street Journal



Menu and nutrition

Their menus are very diversified, offering burgers as well as salads, wraps, beverages and desserts



Nutrition :

Special application on their website :

you can choose any menu that you want and have the


nutritional information about it instantly:

Nutrition Facts

Make smart choices and eat great.

Now including Kids' Meal nutritional facts

[Get Nutrition Info](#)





A personal meal builder in the palm of your hand!


DOWNLOAD MY WENDY'S™ NUTRITION APP »

Nutrition Topics

At Wendy's® choose from a wide variety of great-tasting, satisfying meals that support the way you want to eat.

**Nutritional Information, Ingredients & Allergens**
The facts about each of our menu items. (PDF)

**Living Without Gluten**
Menu items that do not contain gluten. (PDF)

**Quality is our Recipe®**
We don't cut corners. We keep every inch of quality.

Watching Calories?

You can still enjoy lots of different meals at Wendy's® that fit your healthy lifestyle.

Try these suggested meals. Each is under 550 calories:

- Ultimate Chicken Grill with a Garden Side Salad and Pomegranate Vinaigrette Dressing
- Grilled Chicken Go Wrap with a Small Chili
- Large Chili with a Garden Side Salad and Avocado Ranch Dressing
- Sour Cream & Chives Baked Potato and a Small Chili


Example of an Everyday Value Menu with a Jr. Cheeseburger Deluxe:

Nutrition Facts

Wendy's® gives you what you want. Choose "Personalize It" to see the ingredients and choose your toppings.

Add an Item

[Add Item to Your Meal](#)

	QUANTITY	WEIGHT (G)	CALORIES	CALORIES FROM FAT	TOTAL FAT (G)	SATURATED (G)	TRANS FATTY ACIDS (G)	CHOLESTEROL (MG)	SODIUM (MG)	CARBOHYDRATES (G)	DIETARY FIBER (G)	SUGARS (G)	PROTEIN (G)	% Daily Value				DELETE ITEM
 Jr. Cheeseburger Deluxe Personalize It	<input type="text" value="2"/>	314	690	340	38.0	14.0	1.5	105	1710	55	4	13	35	20%	15%	25%	35%	<input type="checkbox"/>
Your Meal Total:		314	690	340	38.0	14.0	1.5	105	1710	55	4	13	35	20%	15%	25%	35%	

[Recalculate Your Meal](#)[Download more nutrition information](#)[Print this page](#)

Prices and participation may vary. Adding additional toppings may increase price. See store for details.

Jr. Cheeseburger Deluxe

The marketing strategy

- Growth of its market share to be the 2nd in the burger industry.
- Develop late dinner.
They were the first brand which developed it.
- Focus on fresh food
- Ad campaign starring Wendy Thomas



Communication

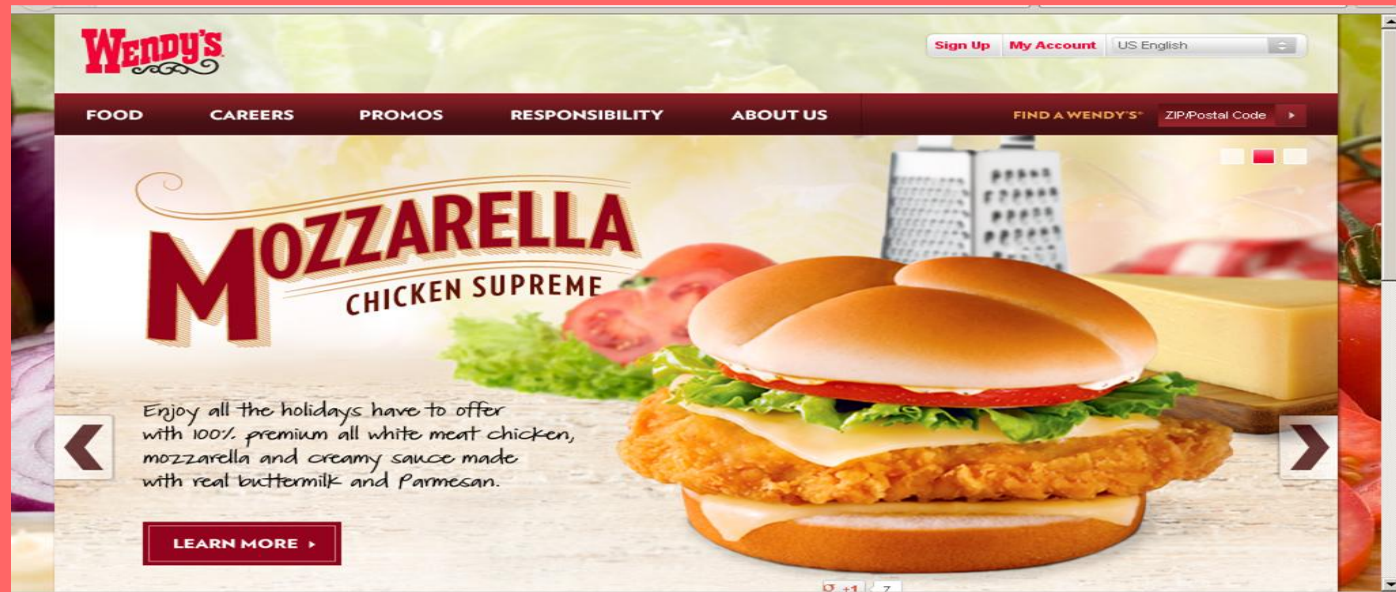
Some of their latest ads were starring Wendy Thomas, Dave Thomas' daughter, and focused on the quality and the provenance of the beef, as you can see on the two videos below

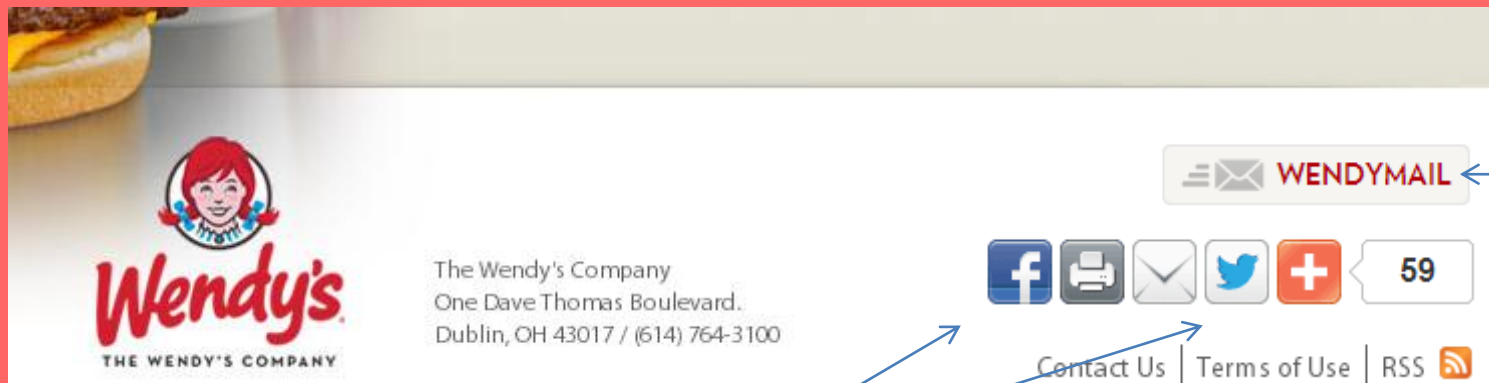
<http://youtu.be/WJPGPIxgXUY>

<http://youtu.be/4kB-SQXuHss>



Website homepage





Marketing direct :
E-mail :

Réseaux sociaux

Flux RSS

Street marketing

Promotion



Smartphone application

The bar Code on the bag is linked to a mobile site that allows you to "check in" at a Wendy's location or to find nearby Wendy's locations.

The bar Code on the box is linked to a YouTube video that demonstrates how your burger was made.



Discount for Toys R us

They print discounts on vouchers for kids' menus



Customer loyalty

Wendy's gives
advantage to the
military veterans



The corporate responsibility

Wendy's Wonderful Kids :

They raise money in their restaurant to finance their foundation



Wendy's High School Heisman

Reward teenagers according to different criteria such as sport, studies, art.

