



FOR IMMEDIATE RELEASE

CONTACT: **Bob Bertini**  
**614/764-3327**  
**Kitty Munger**  
**614/764-3241**

## **Wendy's Introduces New Sandwich Line Nationwide**

*Company Taps Fast-Growing Deli Sandwich Category,  
Focuses on Quality and Choice*

DUBLIN, OH (April 6, 2006) – Wendy's menu is expanding in a new direction with the nationwide introduction of Frescata sandwiches – a line of four fresh, premium deli sandwiches.

"This opens up a whole new menu category for us, and gives our customers more choices and more reasons to visit Wendy's," said Ian Rowden, EVP and chief marketing officer, Wendy's International. "The quality of the sandwiches is exceptional and we believe they deliver a taste experience that our customers will enjoy." National TV advertising begins April 17.

The Frescata sandwiches feature high quality meats and distinctive sauces, and are served on artisan bread that is baked fresh daily in Wendy's restaurants. The Frescata line-up includes:

- **Frescata Club:** Slices of black forest ham and roasted turkey, topped with bacon, mayonnaise, tomatoes and Romaine lettuce, served on artisan bread.
- **Roasted Turkey with Basil Pesto:** Slices of roasted turkey topped with basil pesto spread, Romaine and roasted red peppers, served on artisan bread.
- **Black Forest Ham & Swiss:** Slices of ham topped with Swiss cheese, honey mustard sauce, tomatoes and Romaine lettuce, served on artisan bread.
- **Roasted Turkey with Swiss:** Slices of roasted turkey, topped with Swiss cheese, mayonnaise, tomatoes and Romaine lettuce, served on artisan bread.

- more -

## Wendy's Introduces Frescata Sandwiches 2/2/22

The Frescata sandwiches are served cold and can be made to order to meet a customer's special tastes and needs. Suggested retail price for the sandwiches is \$3.49 a la carte, and \$4.99 if ordered in a combo.

New side options are also available: Baked Lay's potato crisps and bottled Dasani water have been added to the menu and can be ordered in a combo with a Frescata sandwich, hamburger or chicken sandwich.

### **Development Process Driven by Customers**

The company employs a disciplined menu development process that balances consumer and market research with current trends. "Our customers tell us they are looking for more fresh choices, new tastes and the ability to get their food prepared exactly the way they want it. This is what Frescata delivers," Rowden said.

"The deli sandwich category, which continues to expand, represents a growth opportunity and another way for us to meet our customers' needs."

Founded in November 1969 in Columbus, Ohio, Wendy's International, Inc. is one of the world's largest restaurant operating and franchising companies with three quality brands: Wendy's, Tim Hortons and Baja Fresh. There are more than 6,700 Wendy's restaurants in the U.S., Canada and international markets.

# # #

Wendy's® and Frescata™ are a trademarks of Oldemark, LLC