

Restaurant Research's Benchmark Analysis Report

Wendy's

December 2011

Executive Summary

Wendy's is beginning to build positive momentum for the first time in a long while as the brand enjoys some optimism in the form of menu improvements and new leadership provided by the legendary Emil Brolick. Basically, it seems that the concept seeks to become more fast casual like in order to regain its former glory as an upscale competitor. Of course, this is a tall order given the long period of time McDonald's and other fast casual concepts have had to distance themselves from the iconic Wendy's brand that lost its way after the passing of its founder Dave Thomas nearly 10 years ago. In any case, better food and, subsequently, less discounting is a good start. Add to that the beginning of a legitimate breakfast roll-out and the start of a reimage discussion and you have something to talk about. While the high costs of this turn-around may prove burdensome to strapped operators, their apparent readiness to buy-in is good news for the future.

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RR Clients

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Restaurant Research LLC leverages an extensive network of industry players as part of its annual Concept Benchmark Analysis due diligence process for 22 large US restaurant chains. Also, RR tracks store level data for all major chains with system-wide sales in excess of \$1B across all major restaurant segments in order to produce 11 key Industry Data Topic reports. For more information please contact us at info@ChainRestaurantData.com or 203-405-1901.