



QUALITY IS OUR RECIPE

Dave Thomas founded Wendy's in 1969 with a vision of serving a quick meal made from fresh, high-quality ingredients, in a friendly atmosphere, at a fair price. He wanted Wendy's to be a differentiator in the marketplace, so he built Wendy's on quality because he believed customers deserved better. More than 50 years later, Quality remains at the heart of everything we do, including how we innovate our menu. We call this our food vision, Fast Food Done Right, and it guides our approach to quality food: real, fresh, craveable, forward-leaning food that doesn't cost a fortune.

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Wendy's

\$11.3B*

GLOBAL SYSTEM-WIDE SALES

\$2.29M**

AUV IN CANADIAN
FRANCHISED RESTAURANTS

360+

RESTAURANTS ACROSS
CANADA AND GROWING

All franchise candidates for Canadian restaurants will be provided Wendy's Restaurants of Canada, LLC's franchise disclosure document, which they should review in its entirety. *Global system-wide sales as of January 3, 2021, excluding Venezuela and Argentina. **As explained in Wendy's 2021 Canadian FDD, AUV is representative of average annual gross sales for Wendy's Canadian franchised restaurants for the period December 30, 2019 to January 3, 2021. Survey included 364 restaurants, which had at least 53 weeks of consecutive sales within the prior 12 months. From the restaurants surveyed, the overall gross sales ranged from \$244,869 (minimum) to \$5,346,498 (maximum). Your individual results may vary. There are no assurances that you'll earn as much.



"I am proud to be a Wendy's franchisee, and I am excited to continue my own Wendy's legacy through my son Jake, who recently joined the brand as a next generation franchisee."

- Susan & Jake Allison, Franchisees since 2008

Why Quebec

Quebec is a top performing province in terms of historical sales growth and boasts two of the top 10 most populous cities in the country. Quebec's unique diversity makes Wendy's an exciting opportunity for an experienced multi-unit operator to develop and grow with us.



A Place People Love to Go

Our restaurant design emphasizes Wendy's focus on friendly, accurate, and fast service in an inviting, modern, clean, and upbeat environment. We offer a flexible range of footprints & investment options, because we believe that everyone deserves to experience Wendy's, no matter where you're located.

- Comfortable bright dining areas where customers enjoy eating & spending time
- Customers enjoy the indoor/outdoor dining options & localized artwork
- Attractive & functional building elements
- Resonates with customers & expands brand relevancy in an ever-changing marketplace

Driving Frequency Through Digital

Wendy's Canada supports a "Digital Door" aligning our initiatives to elevate the Brand through seamless and convenient customer experiences including:

- National delivery partnership with SKIPtheDishes and Uber Eats
- Compelling mobile offers to drive product and daypart trial, and build cheques
- Contactless customer interactions through mobile carryout, curbside delivery and Wendy's In-App delivery

Extensive Franchisee Support

- Dedicated, in-house Customer Care
- Real estate, design, and construction support
- Cutting-edge test kitchen, culinary team and sensory lab
- Quality Supply Chain Co-op
- Initial and ongoing operations, marketing and training support
- Unified back- and front-of-house technology support

For more information, contact the franchise recruitment team at wendys.franchising@wendys.com

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Ownership Criteria

We're looking for Wendy's kind of people – people who are passionate about serving fresh, craveable food and providing exceptional customer service. Qualified candidates should have:

PROVEN RESTAURANT EXPERIENCE
WITH COMPREHENSIVE MARKET
KNOWLEDGE

STRONG OPERATIONAL AND
MANAGEMENT SKILLS

\$1M

MINIMUM NET WORTH

\$500K

MINIMUM LIQUID ASSETS