

Wendy's to test new restaurant concept in Canada



Wendy's first Canadian concept store features new menu items in an ultra modern setting. The concept store marks a complete redesign of the Wendy's customer experience, indoors and out. (CNW Group/Wendy's International, Inc.)



Wendy's first Canadian ultra modern concept store is one of four new concepts to be tested by the company in North America. (CNW Group/Wendy's International, Inc.)

ETOBICOKE, ON, Oct. 26, 2011 /CNW/ - Beginning today, Wendy's customers in Etobicoke, ON will have the opportunity to try new menu items in an ultra modern setting as the company opens one of four new concept stores to be tested in North America. It is the first Canadian concept store for the company. Redhead Roasters proprietary blend coffee and fresh baked goods including oatmeal bars, cookies, muffins and brownies will be tested alongside a new customer ordering process, digital menu boards, new service staff uniforms and redesigned product packaging.

"This is a very different experience from what Wendy's customers are used to," said Ron Baugh, Senior Vice President of Wendy's Restaurants of Canada. "Three years of research and feedback from thousands of people are reflected in this exciting new concept store. The changes are more than cosmetic. We've updated our customer experience indoors and out as well."

The new restaurant concept has been designed to deliver more open space, brighter dining rooms with bigger windows and a variety of seating options from booths to high tops to cozy chairs around a fireplace. The new concept is also equipped with free WiFi. Customers will be able to view baking and prep areas, keeping Wendy's fresh food story front and centre.

Natural colours, brick and wood materials and bold use of the colour red are features of the completely remodeled interior and exterior design. A bright red centre wall celebrates Wendy's heritage with the well-known quote from founder Dave Thomas, "Quality is our recipe". Signage in the new entry way reads, "Welcome to real. Welcome to fresh. Welcome to Wendy's Etobicoke".

Each sign in the new stores will be tailored to their home cities.

The company will evaluate the four concepts based on customer feedback and consumer research. A second Canadian ultra modern location is slated to open in Kingston this December.

All four new Wendy's concepts were designed by [Tesser](#), an award-winning brand strategy and retail design firm based in San Francisco. Other test markets include Virginia Beach, Pittsburgh, Phoenix and Wendy's home town of Dublin, OH.

The first Canadian concept store is located at 1569 The Queensway in Etobicoke, Ontario. The Kingston concept store is scheduled to open in December 2011, and is located at 17 Warne Crescent.

About the Wendy's Company

Wendy's is one of the world's most successful restaurant companies with more than 6,600 restaurants worldwide. More information about The Wendy's Company is available at www.wendys.ca.

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Image with caption: "Wendy's first Canadian concept store features new menu items in an ultra modern setting. The concept store marks a complete redesign of the Wendy's customer experience, indoors and out. (CNW Group/Wendy's International, Inc.)". Image available at:

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For further information:

MEDIA CONTACT:

Kristin Mills (416) 355-7417

kristin.mills@ketchum.com