



KEY INFORMATION

- Dave Thomas opened the first Wendy's restaurant in Columbus, Ohio, on November 15, 1969. He knew that to be successful he had to be different from other restaurants, so he focused on providing quality food with great, friendly service. Dave knew that quality was king back in 1969, just as it is today, and that serving great food in a clean restaurant would keep customers coming back.

KEY DATES

ELK CTO WINDOW	Through Oct. 17*
CTO Items Arrive By	Early November

FOUNDER'S WEEK w/o Nov. 10-16

- Every November, our global System comes together to celebrate our founder, Dave Thomas, and to renew our commitment to the core five values that Dave established when he first started Wendy's. Dave's values help define Wendy's and give us a clear direction on how to make Wendy's a great place to eat and a fantastic place to work. This Founder's Week, we encourage you to check out the ways you can celebrate and additional resources to support your plans.
- The suggestions below are thought starters for restaurant teams & franchisees and are not required.



PREPARING RESTAURANTS

- Teams that place orders with ELK Promotions for Founder's Week themed items will receive those items in early November. The CTO can be found [HERE](#) on WeConnect.
- Create a schedule for the week and recognize one of Dave's values each day.
- Remember to share the love and include ways for team members during all dayparts to celebrate.
- **Share your photos on Viva Engage (formerly Yammer), which you can find on the WeConnect [homepage](#) under My Conversations, by posting with hashtag #FW2025 and you could be featured in Dave's Daily.**



CELEBRATING FOUNDER'S WEEK STARTS WITH YOU!

- Restaurant teams are encouraged to create fun ways to celebrate Founder's Week with your team.
- A blank calendar on the last page is provided to help plan for different activities!
 - Post photos of your activities on Viva Engage (formerly Yammer) using #FW2025
- Some example ideas and ways to celebrate that align with Dave's values:
 - **Do the Right Thing**
 - Share "Dave in His Own Words" videos (available on WeLearn) with team members today and throughout the week.
 - **Give Something Back**
 - Encourage team members to take time to volunteer or donate to a non-profit that aligns with one of Wendy's pillars of charitable giving: Foster Care Adoption, Hunger & Food Integrity, Youth & Families and Vibrant Communities.
 - **Profit Means Growth**
 - Use leaderboards for area service contests or compete in suggestive selling contests.
 - **Treat People with Respect**
 - Award a Dave's MBA to an outstanding employee, recognize a Sandwich Hero, Fry Fanatic or Grill Guru, or distribute lapel pins and thank you notes to team members.
 - **Quality is Our Recipe**
 - Hold a contest to see who can make the best or fastest Dave's Single.
 - **Saturday, November 15 is Founder's Day**
 - Celebrate with a Frosty Party.
 - Encourage team members to "Dress Like Dave" in a white shirt and red tie - take a team photos and post on Viva Engage (formerly Yammer) using #FW2025.
- Encourage Above Restaurant Employees & Support Personnel to be intentional about their restaurant presence during this week.



CONTACTS

- **Marketing:** Samone Brumfield – Samone.Brumfield@Wendys.com





Monday, November 10: Do the Right Thing DO THE  <i>right</i> THING	
Tuesday, November 11: Give Something Back  <i>give</i> SOMETHING BACK	
Wednesday, November 12: Profit Means Growth  PROFIT MEANS <i>growth</i>	
Thursday, November 13: Treat People with Respect  TREAT <i>people</i> WITH RESPECT	
Friday, November 14: Quality is Our Recipe  <i>quality</i> IS OUR RECIPE	
Saturday, November 15: Founder's Day <td></td>	
NOTES: 	

* Please note that orders shipped internationally may be subject to local customs clearance, which can affect delivery times. We encourage all international markets to place orders as early as possible to help ensure delivery before Founder's Week.