



WENDY'S CLASSIC FOODS MARCH MADNESS CONTEST 2026

INVITING ALL EMPLOYEES TO PARTICIPATE!

HOW TO ENTER: →

- 1. DOWNLOAD THE CBS SPORTS APP  
- 2. CREATE YOUR BRACKET IN THE "CLASSIC FOODS INC" GROUP! 

★ THE REWARDS: ★

JOIN THE FUN & WIN AWESOME PRIZES!

 **DEADLINE: ENTER BEFORE THE FIRST GAME!** 

 **#CLASSICFOODSMADNESS | WENDY'S | 2026** 

March Madness Crew Certificate Guide

March Madness is the perfect moment to recognize and energize your team! Each week during the tournament window, use Wendy's Crew Certificates to celebrate employees who are delivering business goals and/or demonstrating the behaviors that help your restaurant win.

This guide helps you:

- Know when to recognize
- Decide who to recognize and why
- Capture the moment and share the win with your team

When

Observe your team as they deliver on business needs, goals, and tasks throughout each week. Carve out time to celebrate the behaviors and moments you've witnessed your teams executing successfully.

(i.e. a shift huddle, at the end of a great rush, or during a team meeting)

- Week 1: Monday, March 16 – Sunday, March 22
- Week 2: Monday, March 23 – Sunday, March 29
- Week 3: Monday, March 30 – Sunday, April 5

How

1. Observe behaviors and results throughout each week
2. Select employees who stood out for results, hustle, teamwork, or hospitality
3. Present Certificates during a shift huddle or at a time convenient for communicating with your team
4. Share a specific reason they're being celebrated. (Ex: *For leading the pickup window through Friday's dinner rush and ensuring order accuracy was top of mind!*)
5. Capture a photo & share the celebration to commemorate the moment with your team, your organization, and with the Wendy's system. Scan the QR Code and upload your photo for a chance to be featured on the March Madness WeConnect Page.



	<p>MVP of the Week celebrates employees who:</p> <ul style="list-style-type: none"> • Consistently deliver fast, friendly, accurate service • Step up and lead by example during busy shifts • Take ownership and positively impact overall results
	<p>Rookie of the Week celebrates employees who:</p> <ul style="list-style-type: none"> • Learn quickly and show strong effort and improvement • Apply feedback and support their teammates • Bring positive energy and hospitality to each shift
	<p>Game Ball Award celebrates employees who:</p> <ul style="list-style-type: none"> • Stepped up in a clutch or high-pressure moment • Helped the team win during a rush or a challenge • Made a meaningful impact on the guest or team experience
	<p>Heart & Hustle celebrates employees who:</p> <ul style="list-style-type: none"> • Go above and beyond without being asked • Jump in wherever help is needed • Bring positivity, care, and teamwork to the shift



OFFICIAL **WENDY'S** CERTIFICATE

MVP OF THE WEEK

This award is proudly presented to

FOR OUTSTANDING PERFORMANCE

- ★ 🏀 CRITERIA FOR RECOGNITION: 🏀 ★
- 🏀 CONSISTENTLY DELIVERS FAST, FRIENDLY, ACCURATE SERVICE
 - 🏀 STEPS UP AND LEADS BY EXAMPLE DURING BUSY SHIFTS
 - 🏀 TAKES OWNERSHIP AND POSITIVELY IMPACTS OVERALL RESULTS

🏀 CONGRATULATIONS ON BEING A LEADER ON THE TEAM! 🏀

[NAME] _____

DATE: _____ STORE NUMBER: _____

RESTAURANT MANAGER SIGNATURE:



OFFICIAL **WENDY'S** CERTIFICATE

ROOKIE OF THE WEEK

This award is proudly presented to

FOR OUTSTANDING PERFORMANCE

★ 🏀 CRITERIA FOR RECOGNITION: 🏀 ★

ROOKIE EXCELLENCE IN THE RESTAURANT:

- 🏀 LEARNS QUICKLY AND SHOWS STRONG EFFORT AND IMPROVEMENT
- 🏀 APPLIES FEEDBACK AND SUPPORTS THEIR TEAMMATES
- 🏀 BRINGS POSITIVE ENERGY AND HOSPITALITY TO EACH SHIFT

🏀 CONGRATULATIONS ON A GREAT START TO YOUR WENDY'S TEAM! KEEP SHINING! 🏀

[NAME] _____

DATE: _____ STORE NUMBER: _____

RESTAURANT MANAGER SIGNATURE:



OFFICIAL **WENDY'S** CERTIFICATE

GAME BALL AWARD

This award is proudly presented to

FOR OUTSTANDING PERFORMANCE

- ★ 🏀 CRITERIA FOR RECOGNITION: 🏀 ★
- TEAM PLAYMAKING EXCELLENCE**
- 🏀 STEPPED UP IN A CLUTCH OR HIGH-PRESSURE MOMENT
 - 🏀 HELPED THE TEAM WIN DURING A RUSH OR A CHALLENGE
 - 🏀 MADE A MEANINGFUL IMPACT ON THE GUEST OR TEAM EXPERIENCE

🏀 CONGRATULATIONS ON DELIVERING A WINNING EFFORT AND IMPACT! KEEP SHINING! 🏀

[NAME] _____

DATE: _____ STORE NUMBER: _____

RESTAURANT MANAGER SIGNATURE:



OFFICIAL **WENDY'S** CERTIFICATE

HEART & HUSTLE

This award is proudly presented to

FOR OUTSTANDING PERFORMANCE

- ★ 🏀 CRITERIA FOR RECOGNITION: 🏀 ★
- 🏀 GO ABOVE AND BEYOND WITHOUT BEING ASKED
 - 🏀 JUMP IN WHEREVER HELP IS NEEDED
 - 🏀 BRING POSITIVITY, CARE, AND TEAMWORK TO THE SHIFT

🏀 CONGRATULATIONS ON BEING THE HEART & HUSTLE OF THE TEAM! 🏀

[NAME] _____

RESTAURANT MANAGER SIGNATURE:

DATE: _____ STORE NUMBER: _____