

Newsletter


Success Story of the Month



Wendy's Field Training Manager, John Montrose, made a visit to Blackfoot (5325) and Chubbuck (9649) for a Training Restaurant Manager Certification inspection.


We are proud to announce that, with the support of their teams, Heidi and Anthony both excelled and renewed status as an official Wendy's "Training Restaurant."

Heidi and team 5325 | Anthony and team 9649

DO THE RIGHT THING

Dave lived by the Golden Rule: Treat others the way you want to be treated. So he lived life with honesty and integrity. We can do the same by taking care of our neighbors, talking to people you respect and trusting your instincts to help you do what you believe is right.



DAVE THOMAS,
Founder of Wendy's

••
We are in the
business of
people.

food is simply
the way we do it.

Serving PEOPLE | Developing PEOPLE

45 YEARS
Doing things Dave's way

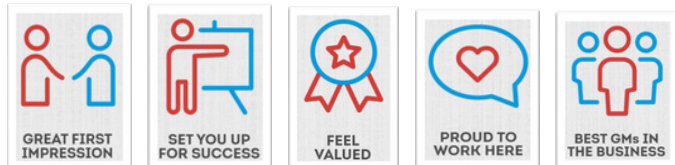


Classic Foods Inc. Mission Statement:

We are committed to...

- Always making customers our #1 priority with excellent customer service.
- Serving fresh and quality food quickly in a clean restaurant.
- Providing jobs to friendly, hardworking, honest people.
- Giving opportunities of growth and development to all.

Employment Promises:



[Learn More](#)

••
Let's Celebrate!



Celebrating
Our Birthdays!

[WATCH NOW](#)



Celebrating
Anniversaries!

[WATCH NOW](#)



Celebrating
People
'Like Dave'

[WATCH NOW](#)



Celebrating
Classic Foods
Community!

[WATCH NOW](#)



We GOT YOU

office@wendysidaho.com

marketing@wendysidaho.com

www.wendysidaho.com



PD DATE

Wendy's

'MAKE IT A LARGE': Crew Contest during March Madness

3 EASY STEPS <small>TO ORDER TAKING</small>	1. GREET THE CUSTOMER "Hi, welcome to Wendy's! May I take your order?"	2. SUGGESTIVE SELL SCENARIO Sandwich Ordered: Combo or Biggie Bag Ordered: * Make it a Combo * Upsell Combo (Large) Single Item Ordered: Drink, Sandwich * Complete the Triangle (Sandwich, Side Item, Drink) * Side Item	3. THANK THE CUSTOMER "Thank you!" (With a Smile)
---	---	--	---

Restaurants should be executing two suggestive sell tactics:

- For Biggie Bags AND Combos - ask "Would you like to make that a large today?"
- For a la carte sandwiches - ask "Would you like to make that a large combo today (with a fry and drink)?"

New Products!!!

NEW WAYS TO FROSTY: Frosty Swirls

To enhance and expand our iconic Frosty lineup and become a true Frosty destinations, we're launching an all-new Frosty Swirls platform with three delicious new flavors on April 15th. Swirls are prepared the same way as Thin Mints Frosty but will come in Strawberry, Caramel, and Brownie Batter with Vanilla Frosty as the standard base. Of course, customers can certainly ask to have their Swirl made with our Chocolate Frosty.

CAJUN CRUNCH CHICKEN SANDWICH

Our first LTO sandwich of the year, features Pepper Jack cheese, Cajun seasoned crispy onions and a spicy mustard sauce. It has a kick of bold Cajun flavors and a satisfying crunch that is sure to drive trade up value.

TANGERINE TWIST LEMONADE

Craft lemonades play a key role in our beverage portfolio, with Wendy's customers ordering nearly three times as many lemonades compared to other QSR (Quick Service Restaurant) category average.



Thin Mints Frosty!

Exceeding expectations - customers have loved this new, all-time, fan favorite! Continue asking every customer if they'd like to get one of these Frosty's with their order while it is available for a limited time.



CERTIFICATE OF ACHIEVEMENT IN MINTS™ FROSTY®

Is presented to:



...demonstrating a commitment in learning the art and skill of Thin Mints™ Frosty® with excellence.





FRESH THOUGHTS FROM TODD

Leadership is a principle of influence. It's not about creating the best strategy, it's about getting people on board. Best rule as a leader is to set clear expectations. The best work you can do is the first work you do! Accountability equals mutually agreed upon outcomes and acceptable behaviors. 2025 let's go!!! - Todd

ROBERT'S RECIPE TO SUCCESS

I hope this year is going well for you! We have such an opportunity to impact others, and you have such an opportunity to be an influence. This job is the first job for many people, and they learn a lot on their first day about what kind of job they have just begun. Make sure you welcome them. Give them a tour of the store. Introduce them to others. Get a training schedule planned so they know what to expect when they come to work. What ideas do YOU have that will help welcome our new employees? I encourage you to be the friend we all want to have. I hope you are part of our success for all of 2025! Thank you for all you do for the team. - Robert



SAVE THE DATE
FROSTY FUN RUN
MAY 3 @10AM



Be on the lookout for more information about this (colorfilled) event coming up the first weekend of May. Here's a little secret...you won't want to miss this!

Supporting children in need AND having fun? What could be better than that?!

