

Newsletter

* HALLOWEEN *

- Boo! Books
 - Ask EVERY customer: “**Would you like 5 free Frosty coupons with your donation of one dollar to the Dave Thomas Foundation for Adoption?**” If they say “**Yes**” then ask: “**How many would you like?**” Always end every interaction with a customer with a big “**THANK YOU**” and a smile.
- Costume Dress Up 😊
 - Please ensure you have fun while staying appropriately dressed and adhering to food safety standards.
- Office Decorating Contest 😊
 - This annual, Classic Foods contest will take place on Monday, October 27. Winner from each district will receive a great NEW prize for their office!
- Halloween Light Show by Wendy's 😊
 - Beginning Friday Oct. 10, Wendy's Halloween Light show will be available to watch in your car, parked on the side of the road
 - 1585 N Skyline Dr. Idaho Falls, ID 83402 (Near the Idaho Falls Airport)
 - Come check it out!!! Let us know what you think about it by emailing marketing@wendysidaho.com



45 YEARS

Doing things Dave's way



"What's the secret to success? It's no secret. You need a winning attitude, honesty, and integrity, and a burning desire to succeed." - Dave Thomas

"Opportunities don't knock at all. They don't have to, they're already all around us. It's up to us to see where they are and take advantage of them." - Dave Thomas

"It all comes back to the basics. Serve customers the best tasting food at a good value in a clean, comfortable restaurant, and they'll keep coming back." - Dave Thomas

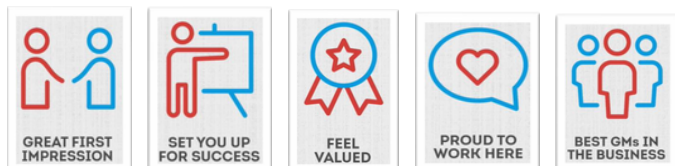
Doing Things Dave's Way

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!](#)

[CLICK HERE](#)



[Celebrating
Anniversaries!](#)

[CLICK HERE](#)



[Founder's
Week Coming
Soon!](#)

[CLICK HERE](#)



[Celebrating
Classic Foods
Community!](#)

[WATCH NOW](#)



**We GOT
YOU**

office@wendysidaho.com

marketing@wendysidaho.com

www.wendysidaho.com

*Happy
Birthday!*

OCTOBER 2025



Wendy's

Hunter Payton - 10/3
Adam Garner - 10/4
Alaina Palmer - 10/4
Jessica Park - 10/5
Leonardo Rodriguez - 10/5
Keridwen Tyler - 10/8
Cathryn Yancey - 10/8
Nora Maughan - 10/8
Michael Collier - 10/8
Payzlee King - 10/8
Steven Schmidt - 10/9
Savannah Schwendiman - 10/9
Karime Santos - 10/10
Gabriel Johnston - 10/11
Abigail Anderson-Rivas - 10/11

Laina Lindawan - 10/11
Lucas Hodges - 10/12
Johonna Stein - 10/13
Kason Seward - 10/13
Kyler Orr - 10/13
Hunter Nestler - 10/13
Dayton Ames - 10/16
Michael Fuller - 10/16
Connor Belknap - 10/17
CJ Cluff - 10/17
Shawn Ashcraft - 10/17
Larissa Perez - 10/19
Austin Howard - 10/19
Shaylynn Carson - 10/20
Jacobi Sharpe - 10/20
Keean Gravatt - 10/21
Emily Lovell - 10/21

Tessa Nelson - 10/22
Santos Silva-Campos - 10/24
Destinee Getty Owens - 10/26
Lance Brown - 10/26
Savanna Seward - 10/24
Danelle Willes - 10/29
Michael Kerr - 10/29
Mckenzie Bean - 10/30
Rachel Gant - 10/31



Happy Anniversary

1

Jessica Burch
Benjamin Davis
Eric Eastmond
Marcos Gonzalez
Seth Griffin
Rhiannon Hopkins
Hailee Miller
Rachel Osborne
Brandon
Radmacher
Kiona Thompson
Stella Whetten
Corey Yarbrough

2

James Carson
Skyler Chaparro
Kathryn Downer
Connor McQuivey
EmmaLeigh Snover
Max Stewart
Brynlee Wilwand

3

Linda Bentley
Aleah Coleman
Kylie Glunt
Jayden Mortensen

7

Angelica Herrojon
Arias

8

Tao Bond

4

Adin Allen
Jude
Rechenmacher

5

Julissa Flores



FRESH THOUGHTS FROM TODD

Profit isn't just about numbers—it means growth, opportunity, and the ability to give back. Because of your hard work, Wendys/Classic Foods can support local schools through community nights and make a real difference where it matters most.

This season, we also have the chance to champion DTFA Boo Books by simply asking each customer if they'd like to help a child. Every time you take that extra moment, you're not just driving success for the company, you're creating joy, opportunity, and hope for kids. Thank you for leading with heart and making an impact far beyond our walls. - Todd

ROBERT'S RECIPE TO SUCCESS

Thank you for selling Boo Books and supporting the Dave Thomas Foundation for Adoption! Your efforts make a real difference. Remember to ask every customer—only 1 in 10 may say yes, but the most important thing is to keep asking. Community Nights are also off to a strong start and are a great way to show our thanks to the customers who support us every day. Let's keep the energy going! And finally, Happy Halloween! Start planning now to celebrate at your store with fun, festive decorations and team spirit. Let's make this season one to remember! - Robert



FRESH WINTER COATS – NOW AVAILABLE WITH NAME EMBROIDERY



You can now order
your official
Wendy's winter coat
EMBROIDERED
WITH YOUR NAME.



CLICK HERE TO ORDER OR VISIT:
[WENDYSIDAHO.COM/COATS%2C-UNIFORMS-%26-SHOES](https://www.wendysidaho.com/coats%2C-uniforms-%26-shoes)

FOUNDER'S WEEK (November 10-15)

More info and ideas for ways to celebrate that week coming soon...

Monday, November 10: Do the Right Thing 	
Tuesday, November 11: Give Something Back 	
Wednesday, November 12: Profit Means Growth 	
Thursday, November 13: Treat People with Respect 	
Friday, November 14: Quality is Our Recipe 	
Saturday, November 15: Founder's Day	
NOTES: 	



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.