

Wendy's and Google Cloud Partner to Enhance the Wendy's Restaurant Experience

Google Cloud will help Wendy's create innovative and frictionless dining experiences using forward-leaning technology

DUBLIN, Ohio and SUNNYVALE, Calif., Oct. 12, 2021 /[PRNewswire](#)/ -- Wendy's® and Google Cloud today announced a partnership to enhance the Wendy's restaurant experience and unlock new customer, restaurant, and employee experiences through data-driven insights.

Wendy's intends to leverage Google Cloud's data analytics, artificial intelligence (AI), machine learning (ML), and hybrid cloud tools to create new ways customers can order food in the drive thru, on their mobile devices and through other touchpoints. By expanding the ways customers can engage with the brand in the future, using technology like speech-to-text and Google Search and Maps, Wendy's is planning to make it faster, easier, and more convenient for customers to access the brand.

"We are committed to providing our customers with the greatest experience possible, and our partnership with Google Cloud is raising the bar by enabling us to match the experience to their preferences," said Kevin Vasconi, Chief Information Officer of Wendy's. "We believe Google Cloud's AI/ML and data analytics solutions will enable Wendy's to innovate ways to create fast, frictionless, and fun interactions that redefine the way customers visit and enjoy our restaurants."

As its preferred cloud provider, Wendy's expects to leverage Google Cloud's AI, ML, data analytics, Looker business intelligence and analytics tool, and Anthos modernization platform to both modernize its operations and create brand-new services--all on Google's trusted, secure, and reliable cloud. Key elements of the partnership could include in the future:

- Wendy's plans to reimagine the restaurant experience for customers and employees using BigQuery and Looker to improve business analytics and reporting.
- Using Cloud AI, Wendy's seeks to create new ways of ordering food through mobile, web, and other touchpoints at the restaurant.
- With Google Cloud's [Anthos](#), an open-source-based platform that unifies the management of infrastructure and applications across on-premises and edge, Wendy's anticipates providing a next-gen restaurant experience by enabling store applications and real-time AI/ML to run anywhere; in the modernized restaurant infrastructure, or in the cloud.

"Wendy's has always been a leader—from introducing the first modern day pick-up window in the industry to the first fast-food salad bar," said Robert Enslin, President of Sales at Google Cloud. "By bringing together Wendy's commitment to innovation, with the best of Google technology, we can help build the quick service restaurant of tomorrow that redefines speed, convenience, and quality."

Additional Resources

- Keep up with the latest Google Cloud news on Google's [newsroom](#) and [blog](#).
- Google BigQuery is a Leader in [The 2021 Forrester Wave: Cloud Data Warehouse](#)
- Google named a Leader in [2021 Gartner Magic Quadrant for Cloud Infrastructure and Platform Services again](#)
- Gartner names Google a leader in [2021 Magic Quadrant for Cloud AI Developer Services report](#)

Forward Looking Statements

This release contains certain statements that are not historical facts, including statements regarding Wendy's partnership with Google Cloud to enhance the Wendy's restaurant experience and unlock new customer, restaurant, and employee experiences through data-driven insights. Those statements, as well as statements preceded by, followed by or that include the words "will," "may," "believes," "intends," "plans," "expects," "anticipates," or similar expressions constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 (the "Reform Act"). The forward-looking statements are based on Wendy's expectations at the time, speak only as of the dates they are made and are susceptible to a number of risks, uncertainties and other factors that may cause our actual results, performance or achievements to differ materially from those expressed or implied in any forward-looking statement. These factors include, but are not

limited to, the factors identified in the "Special Note Regarding Forward-Looking Statements and Projections" and "Risk Factors" sections of Wendy's Annual Reports on Form 10-K and Quarterly Reports on Form 10-Q and in Wendy's other filings with the Securities and Exchange Commission. For all forward-looking statements, Wendy's claims the protection of the safe harbor for forward-looking statements contained in the Reform Act.

About Wendy's

Wendy's was founded in 1969 by Dave Thomas in Columbus, Ohio. Dave built his business on the premise, "Quality is our Recipe®", which remains the guidepost of the Wendy's system. Wendy's is best known for its made-to-order square hamburgers, using fresh, never frozen beef*, freshly-prepared salads, and other signature items like chili, baked potatoes and the Frosty® dessert. The Wendy's Company (Nasdaq: WEN) is committed to doing the right thing and making a positive difference in the lives of others. This is most visible through the Company's support of the Dave Thomas Foundation for Adoption® and its signature Wendy's Wonderful Kids® program, which seeks to dramatically increase the number of adoptions of children waiting in North America's foster care systems. Today, Wendy's and its franchisees employ hundreds of thousands of people across more than 6,800 restaurants worldwide with a vision of becoming the world's most thriving and beloved restaurant brand. For details on franchising, connect with us at www.wendys.com/franchising.

Visit www.wendys.com and www.squaredealblog.com for more information and connect with us on Twitter and Instagram using @wendys, and on Facebook at www.facebook.com/wendys/.

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About Google Cloud

Google Cloud accelerates organizations' ability to digitally transform their business with the best infrastructure, platform, industry solutions and expertise. We deliver enterprise-grade solutions that leverage Google's cutting-edge technology – all on the cleanest cloud in the industry. Customers in more than 200 countries and territories turn to Google Cloud as their trusted partner to enable growth and solve their most critical business problems.

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