Wendy's Taps Google Cloud to Revolutionize the Drive-Thru Experience with Artificial Intelligence

DUBLIN, Ohio and SUNNYVALE, Calif., May 9, 2023 /PRNewswire/ -- Wendy's® and Google Cloud today announced an expanded partnership to pilot a groundbreaking artificial intelligence (AI) solution, Wendy's FreshAI, designed to revolutionize the quick service restaurant industry. The technology has the potential to transform Wendy's drive-thru food ordering experience with Google Cloud's generative AI and large language models (LLMs) technology.

"Wendy's has always been at the forefront of innovation, and we're thrilled to build upon our partnership with the company with our new generative AI technologies," said Thomas Kurian, CEO at Google Cloud. "Generative AI is fundamentally changing how people interact with brands, and we anticipate Wendy's integration of Google Cloud's generative AI technology will set a new standard for great drive-thru experiences for the quick-service industry."

Today's update builds upon Google Cloud's and Wendy's long standing partnership to enhance the Wendy's restaurant experience. Since 2021, Wendy's has leveraged Google Cloud's data analytics, AI, machine learning (ML), and hybrid cloud tools to make it faster, easier, and more convenient for customers to access the brand.

Additional Resources
* Keep up with the latest Google Cloud news on Google's newsroom and blog.
* Learn more about generative AI on Google Cloud here.
* Learn more about Wendy's on The Square Deal blog here.

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 find a loving, forever home for every child in the North American foster care system. Today, Wendy's and its franchisees employ hundreds of thousands of people across approximately 7,000 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.

****Fresh beef available in the contiguous U.S., Alaska and Canada.

About Google Cloud
Google Cloud accelerates every organization’s ability to digitally transform its business. 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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