

Wendy's Co, The in Consumer Foodservice (USA)

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Abstracts

The Wendy's Co operates burger fast food brand Wendy's. The company also operated the Arby's bakery products fast food chain; however, the brand was sold to private equity firm Roark Capital Group in late 2011 which created ARG Holdings as the holding company for the brand. Since the divestiture, the company focused solely on improving the Wendy's brand through extensive menu upgrades, outlet remodelling, and other strategic initiatives designed to reposition the brand as a global competitor to...

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