



WENDY'S & COKE IN 2003

Thank you for your partnership! Your local MWR Coca-Cola Wendy's Team is excited about working with you in 2003!

Here are a few highlights of the 2003 Calendar. Stay tuned as we present more details of the actual programs at upcoming DMA meetings.

MARKETING

National – Wendy's is carefully reviewing options for the second half of 2003. Together, we are exploring ideas that tie into Wendy's National calendar that will drive even better business results – whether Biggie Sizing or Combos and or drinks with salads.

Midwest Region –

Wendy's MWR and Coca-Cola are partnering on region-wide initiatives around Combo/Biggie Sizing, Late Night and Service Excellence. Initiatives being pursued include a variety of programs from crew training materials....to summer cup promotions!

Local Promotions – Our exciting line-up of turn-key crew programs supplement the National Calendar and focus on the initiatives in YOUR market! In the First Quarter we offer the "Everybody's a Champion at Wendy's" basketball-themed crew program available in Combo/BIGGIE or Drink Incidence versions. And, also please ask us about our new Salad Mystery Shop Program!

OPERATIONS

Tip of the Day: Are your cup rests on your soft drink dispenser starting to peel or rust? If so, replace them free of charge - call 1-800-241-COKE and order a stainless steel cup rest (part number 23153, \$12.01). This is one of our many free small parts available through the Coca-Cola/Wendy's Small Parts Program. Remember, the program is free up to \$20 (including shipping & handling) per order.

*Cake
Corner*

Please feel free to contact us anytime with your ideas or feedback—Karen Kuklinski, Marketing, 1-800-437-5794 x7731, kkuklinski@na.ko.com or Gerry Gallof, Operations, 1-800-437-5794 x7714, ggallof@na.ko.com.