

## Energy Challenge Engages Franchisees to Achieve Savings



The Wendy's Energy Challenge has quadrupled the participation of franchisees and achieved a 14% reduction in energy use per square foot. The platform enables franchisees to achieve energy and cost savings.

- ▶ Platform provides franchisees with tools to benchmark, measure and implement energy saving initiatives
- ▶ Includes an easy-to-use Wendy's Energy Score (0-100) for each restaurant
- ▶ Quadrupled franchisee participation in the Wendy's Energy Challenge platform over four years



Leaders from WenGAP, a Wendy's franchisee, are pictured above receiving the Wendy's Energy Challenge Top Performing Franchisee Award. The Wendy's Energy Challenge is modeled after the Better Buildings Challenge and is designed to engage franchisees in energy saving practices in their restaurants. WenGAP has also been an active participant in the Better Buildings Challenge since 2016.