



Wendy's Closes Outlets: How the Chain Lost Its Focus

Description

Right now, Wendy's is closing locations across the United States. Earlier this year, the fast-food chain announced plans to close at least 300 restaurants by mid-2026 following an alarming 11.3% drop in sales at existing stores. This decline marks a significant challenge for the company, equating to roughly 5-6% of its total store count.

However, it is not only Wendy's facing difficulties. Major competitors like Pizza Hut and Papa John's are also shutting down stores due to rising costs, increased competition, and changing consumer habits influenced by inflation. In today's fast-paced media landscape, it has become challenging for established brands to capture and hold customer attention.

Despite these struggles, some chains are thriving. McDonald's and Taco Bell have succeeded through effective marketing and good value for money. Meanwhile, new brands like Raising Cane's are rapidly gaining popularity, leaving Wendy's behind in the competition.

The issues at Wendy's are compounded by recent management changes and strategic missteps. In January 2024, Kirk Tanner was appointed CEO but soon faced backlash over proposed pricing strategies that could anger customers. After just 18 months, he left the company, further adding to the instability.

Wendy's must now find a way to reconnect with its core values. Efforts to innovate its menu have met mixed responses, with some new items struggling to resonate amidst an overwhelming variety of choices. The company's move to simplify its offerings may be crucial for its recovery.

Vocabulary List:

1. **decline** //dɪ'klaɪn// (noun): a fall in number or amount
2. **inflation** //ɪn'fleɪʃən// (noun): when prices rise and money buys less
3. **marketing** //'mɑ:kə'tɪŋ// (noun): activities to sell and promote products
4. **backlash** //'bæk,læʃ// (noun): strong public anger or negative reaction
5. **resonate** //'rezə,neɪt// (verb): to have a strong emotional connection
6. **simplify** //'sɪmplɪ,fai// (verb): to make something easier or less complex

Comprehension Questions



Multiple Choice

1. How many locations is Wendy's planning to close by mid-2026?
 - Option: 300
 - Option: 150
 - Option: 450
 - Option: 600
2. What percentage drop in sales did Wendy's experience at existing stores?
 - Option: 9.3%
 - Option: 10.3%
 - Option: 11.3%
 - Option: 12.3%
3. Which two competitors are also shutting down stores?
 - Option: Subway and KFC
 - Option: Pizza Hut and Papa John's
 - Option: Domino's and Chipotle
 - Option: Taco Bell and Burger King
4. Who was appointed as CEO of Wendy's in January 2024?
 - Option: Kirk Tanner
 - Option: Dave Thomas
 - Option: Evan Williams
 - Option: Mark Parker
5. Which two restaurant chains are thriving amid Wendy's struggles?
 - Option: KFC and Chick-fil-A
 - Option: McDonald's and Taco Bell
 - Option: Pizza Hut and Domino's
 - Option: Burger King and Subway
6. What strategic action is Wendy's attempting to take for recovery?
 - Option: Increasing prices
 - Option: Innovating its menu
 - Option: Closing more stores
 - Option: Expanding to new locations



True-False

7. Wendy's is not closing any locations in the United States.
8. The decline in Wendy's sales is due to increased competition and changing consumer habits.
9. Kirk Tanner was CEO for over two years before leaving the company.
10. Rising costs have affected not just Wendy's but also its competitors.
11. New brands like Raising Cane's are losing popularity against established chains like Wendy's.
12. Wendy's efforts to innovate its menu have been overwhelmingly successful.

Gap-Fill

13. Wendy's plans to close at least _____ restaurants by mid-2026.
14. Wendy's reported an alarming _____ drop in sales at existing stores.
15. Wendy's management changes have added to the company's _____
16. Among its competitors, Wendy's faces challenges from companies like _____ and Papa John's.
17. The company's move to simplify its offerings may be crucial for its _____
18. In today's fast-paced media landscape, it is challenging for established brands to capture and hold customer _____

Answer

Multiple Choice: 1. 300 2. 11.3% 3. Pizza Hut and Papa John's 4. Kirk Tanner 5. McDonald's and Taco Bell 6. Innovating its menu

True-False: 7. False 8. True 9. False 10. True 11. False 12. False

Gap-Fill: 13. 300 14. 11.3% 15. instability 16. Pizza Hut 17. recovery 18. attention

CATEGORY



1. Business - LEVEL4

POST TAG

1. B2
2. closing
3. ESL learning
4. esl news
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6. Level 4
7. reading level
8. Wendy's

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Date Created

2026/04/13

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