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# Wendy's Shuttters Locations Amid Struggles to Compete

## Description

Wendy's is closing at least 300 locations in the first half of 2026 due to a significant drop in sales. The fast-food chain experienced an 11.3% decline in same-store sales last year, which is a key measure of growth. This loss represents about 5-6% of Wendy's total store count.

The challenges Wendy's faces are not unique. Other chains, like Pizza Hut and Papa John's, are also closing hundreds of stores because of rising supply costs, strong competition, and inflation affecting consumer spending. In today's fast-paced media environment, capturing customer attention has become difficult. Some other brands, like McDonald's and Taco Bell, have successfully attracted customers with cheaper menus and clever marketing strategies.

In early 2024, Wendy's appointed Kirk Tanner as CEO. His experience was in consumer goods rather than fast food. Tanner suggested using artificial intelligence for menu pricing, which caused a backlash. His tenure lasted less than 18 months before he moved to another company, leaving Wendy's with further instability.

Wendy's was once known for its quality and simplicity. However, in recent years, the menu has become cluttered with various items, losing its original appeal. The company is trying to regain customer loyalty by updating its value menu but faces challenges in moving back to its successful roots.

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## Vocabulary List:

1. **decline** //dɪ'klaɪn// (noun): a fall or decrease in amount
2. **inflation** //ɪn'fleɪʃən// (noun): when prices for many goods increase
3. **competition** //,kəmpe'tɪʃən// (noun): many companies trying to attract the same customers
4. **backlash** //'bæk,læʃ// (noun): strong public negative reaction to something
5. **instability** //,ɪnstə'bɪlɪti// (noun): sudden changes that make things unsafe
6. **loyalty** //'lɔɪəlti// (noun): strong support from a regular customer

## Comprehension Questions

### Multiple Choice



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1. How many locations is Wendy's planning to close in the first half of 2026?
    - Option: 100
    - Option: 200
    - Option: 300
    - Option: 400
  2. What was the percentage decline in same-store sales for Wendy's last year?
    - Option: 10.3%
    - Option: 11.3%
    - Option: 12.3%
    - Option: 13.3%
  3. Who was appointed as CEO of Wendy's in early 2024?
    - Option: Dave Thomas
    - Option: Kirk Tanner
    - Option: Jim Cantalupo
    - Option: Steve Easterbrook
  4. What significant factor caused the closing of stores among various chains like Pizza Hut?
    - Option: Employee dissatisfaction
    - Option: Rising supply costs
    - Option: Bad marketing
    - Option: COVID-19
  5. What strategy did Kirk Tanner suggest for Wendy's menu pricing?
    - Option: Manual pricing
    - Option: Artificial intelligence
    - Option: Price matching
    - Option: Discount pricing
  6. Which company is mentioned as successfully attracting customers with clever marketing?
    - Option: Burger King
    - Option: McDonald's
    - Option: Subway
    - Option: KFC

**True-False**



7. Wendy's experienced a 5% increase in same-store sales last year.
8. Kirk Tanner's tenure as CEO lasted over 18 months.
9. Wendy's is trying to update its value menu to regain customer loyalty.
10. Wendy's was previously known for a cluttered menu and cheap prices.
11. The challenges Wendy's faces are unique and not observed in other fast-food chains.
12. The fast-food chain market is becoming increasingly competitive due to rising inflation.

### Gap-Fill

13. Wendy's is closing at least 300 locations due to a significant drop in \_\_\_\_\_.
14. Wendy's experienced an 11.3% decline in same-store sales last \_\_\_\_\_.
15. Kirk Tanner was appointed CEO of Wendy's in early \_\_\_\_\_.
16. The menu has become cluttered, losing its original \_\_\_\_\_.
17. Wendy's is trying to regain customer loyalty by updating its value \_\_\_\_\_.
18. In today's fast-paced media environment, capturing customer \_\_\_\_\_ has become difficult.

### Answer

**Multiple Choice:** 1. 300 2. 11.3% 3. Kirk Tanner 4. Rising supply costs 5. Artificial intelligence 6. McDonald's

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

**Gap-Fill:** 13. sales 14. year 15. 2024 16. appeal 17. menu 18. attention

### CATEGORY

1. Business - LEVEL3

### POST TAG

1. B1



2. closing
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7. Wendy's

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