

October 15,2007

Kerrii Anderson, CEO  
Wendy's  
One Dave Thomas Blvd.  
Dublin, OH 43017

Dear Ms. Anderson,

For obvious reasons, I've always had a soft spot for other women named Wendy. But recently I've been disappointed to see this great name's reputation tarnished by the most famous Wendy of all (with the exception of Peter Pan's girlfriend).

I've learned from my friends at The Humane Society of the United States that while Burger King has begun to phase in the use of cage-free eggs, Wendy's is for some unfathomable reason still exclusively using eggs from hens confined in cages so small they can't even flap their wings. I even read on your web site that each hen laying eggs for Wendy's breakfast menu has 72 square inches of cage space—that's smaller than a sheet of notebook paper! Do you really think that's something to brag about?

I understand that Wendy's is known for its Frosty, but surely that doesn't mean the company has to be so frosty when it comes to the most basic of animal welfare issues. It really is hard to imagine a more modest request than to reduce animal cruelty in your supply chain by moving away from eggs from caged hens.

Frankly, I'd like to ask you to stop using my good name. My friends and family have all heard about the fact that Wendy's is lagging behind on such an important issue, and it's embarrassing for me to be associated with such a backward attitude.

I don't think it's a stretch to suggest that many other Wendys in our country probably feel the same way I do. On behalf of all those other Wendys and myself, please take some meaningful steps in the right direction and at the very least match Burger King's modest animal welfare improvements.

Thank you for your time.

Sincerely,

  
Wendie Malick