

Anthony Chandler

From: Weston Persons <wpersons@mhgi.net>
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CONTACT

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Weston Persons, Brand Manager
45 Ottawa Ave. SW, Suite 600
Grand Rapids, MI 49503
616.767.2600 | WPersons@MHGI.net

Wendy's U.S. Smart Building Relocation Opens with a New Image in Norton Shores

NORTON SHORES, MI—One of the nation's largest Wendy's franchisees, Meritage Hospitality Group, announces the grand opening of the company's newly relocated restaurant in Norton Shores. The Grand Rapids based organization's restaurant will open to the public on August 14, and the existing Norton Shores Wendy's restaurant will be closing its doors on August 12.

The restaurant is an all-new design, located at West Norton Ave. and Henry St., one-half mile south of their existing location constructed in 1976. It is designed with a smaller footprint than a traditional Wendy's restaurant, and the total square footage is nearly half of the previous building. With a capacity of 55 guests, the restaurant uses innovative interior and exterior designs to reinvent the Wendy's restaurant environment. Wolverine Construction Group of Grand Rapids, MI is assisting with the project.

"The enhanced experience offered by our USB locations has had a positive impact on our customer satisfaction," said Jeremy Wood, Michigan Area Director for Meritage Hospitality Group. "Norton Shores is located in a relatively close proximity to our home office, so this relocation displays what we are currently doing at many of our franchise establishments spread throughout 18 markets in 12 states."

The guest facing front-of-house includes state of the art features designed to maximize the guest experience. Features include a fireplace, open ceiling with up-lighting, flat-screen TV's, complimentary Wi-Fi, and Coca-Cola Freestyle machines. The open kitchen is designed to allow guests a unique inside look at their food being made from scratch. Features such as high-speed ovens, 30lb. fryers, and double-sided grills are installed to maximize efficiency.

“This is more than just another restaurant for us,” said Amanda Ramirez, District Manager for Meritage Hospitality Group. “It is a relatively new concept in the quick service industry and it is delighting to bring our existing business to a more impactful location under a fresh and exciting look.”

The new restaurant is located at 801 West Norton Ave, and it is one of many renovation or construction projects in 2017 that will continue to position Wendy’s as ‘A Cut Above.’ Three more Image Activation construction projects are scheduled to commence in Michigan by Meritage before year end.

For more information regarding Meritage Hospitality Group or this Wendy’s Image Activation location, visit www.meritagehospitality.com, or contact Weston Persons, Brand Manager, WPersons@mhqi.net.

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Meritage Hospitality Group, OTCQX: MHGU, a progressive, dynamic company, driving strategic growth in the competitive culinary industry. The Company owns and operates 249 restaurants in 12 states with over 7,500 teammates. Meritage is comprised of 5 dynamic concepts – Wendy’s, Twisted Rooster, Crooked Goose, Freighters Eatery & Taproom, and Wheelhouse. Each concept delivers a distinctive dining experience for their guests, a work environment rich with opportunity for its team members, and optimum results for its stakeholders.



Weston Persons
Brand Manager- Wendy's Division
45 Ottawa Ave SW, Suite 600
Grand Rapids MI 49503
616-591-9262 |
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