

Wendy's Co  
Form DEFA14A  
April 08, 2013

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**SCHEDULE 14A**

**Proxy Statement Pursuant to Section 14(a) of the**

**Securities Exchange Act of 1934**

**(Amendment No. )**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material under Rule 14a-12

**THE WENDY S COMPANY**

**Name of the Registrant as Specified In Its Charter**

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(4) and 0-11.
  1. Title of each class of securities to which transaction applies:

2. Aggregate number of securities to which transaction applies:

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3. Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined):

4. Proposed maximum aggregate value of transaction:

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Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

1. Amount Previously Paid:

2. Form, Schedule or Registration Statement No.:

3. Filing Party:

4. Date Filed:

**\*\*\* Exercise Your *Right to Vote* \*\*\***

**Important Notice Regarding the Availability of Proxy Materials for the  
Annual Meeting of Stockholders to be held on May 23, 2013.**

**Meeting Information**

**THE WENDY S COMPANY**                      **Meeting Type:**                      2013 Annual Meeting of Stockholders  
**For holders as of:**                      March 28, 2013

**Date:** May 23, 2013                      **Time:** 10:00 a.m. (EDT)

**Location:** Sofitel Hotel  
45 West 44th Street  
New York, NY 10036

You are receiving this notice because you hold shares of stock in The Wendy s Company.

This is not a ballot or a proxy. You cannot use this notice to vote these shares. This notice presents only an overview of the more complete proxy materials that are available to you on the Internet or by mail. You may view the proxy materials online at [www.proxyvote.com](http://www.proxyvote.com) or request a paper or e-mail copy at no charge (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

**See the reverse side of this notice to obtain proxy materials and for voting instructions.**

## **Before You Vote**

### How to Access the Proxy Materials

**Proxy Materials Available to VIEW or RECEIVE:** **Admission Ticket**  
NOTICE OF ANNUAL MEETING, PROXY STATEMENT, PROXY CARD AND ANNUAL REPORT  
TO STOCKHOLDERS

#### **How to View Online:**

Have the information that is printed in the box marked by the arrow (located on the following page) and visit: [www.proxyvote.com](http://www.proxyvote.com).

#### **How to Request and Receive a PAPER or E-MAIL Copy:**

If you want to receive a paper or e-mail copy of the Company's proxy materials for this meeting and for future stockholder meetings, you must request one. There is NO charge for requesting a copy. Please choose one of the following methods to make your request:

- 1) *BY INTERNET:* [www.proxyvote.com](http://www.proxyvote.com)
- 2) *BY TELEPHONE:* 1-800-579-1639
- 3) *BY E-MAIL\*:* [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com)

\* If requesting materials by e-mail, please send a blank e-mail with the information that is printed in the box marked by the arrow (located on the following page) in the subject line. Requests, instructions and other inquiries sent to this e-mail address will NOT be forwarded to the Company or to your investment advisor.

Please make the request as instructed above on or before May 9, 2013 to facilitate timely delivery.

## How To Vote

Please Choose One of the Following Voting Methods

**Vote In Person:** Ballots will be available to stockholders who attend the meeting in person. Admission to the meeting will be by ticket only. Please review the proxy materials for the Company's admission policy. You may vote the shares by proxy prior to the meeting, even if you plan to attend the meeting in person. Directions to the meeting are available in the Investor Relations section of the Company's website at [www.aboutwendys.com](http://www.aboutwendys.com).

**Vote By Internet:** To vote by Internet, go to [www.proxyvote.com](http://www.proxyvote.com). Have the information that is printed in the box marked by the arrow (located on the following page) available and follow the instructions.

**Vote By Mail:** You can vote by mail by requesting a paper copy of the proxy materials, which will include a proxy card and a postage-paid return envelope.

**Vote By Telephone:** You can vote by telephone by requesting a paper or e-mail copy of the proxy materials, which will include a proxy card that contains instructions on how to transmit your voting instructions by telephone.



**Voting Items**

Notice is hereby given that the 2013 Annual Meeting of Stockholders of The Wendy's Company will be held at the Sofitel Hotel, 45 West 44th Street, New York, NY 10036, on May 23, 2013, beginning at 10:00 a.m. (EDT), for the following purposes:

The Board of Directors recommends that you vote FOR the election of each of the director nominees named below:

1. Election of Directors

**Nominees:**

- |                      |                         |
|----------------------|-------------------------|
| 01) Nelson Peltz     | 08) J. Randolph Lewis   |
| 02) Peter W. May     | 09) Peter H. Rothschild |
| 03) Emil J. Brolick  | 10) David E. Schwab II  |
| 04) Clive Chajet     | 11) Roland C. Smith     |
| 05) Edward P. Garden | 12) Raymond S. Troubh   |
| 06) Janet Hill       | 13) Jack G. Wasserman   |
| 07) Joseph A. Levato |                         |

The Board of Directors recommends that you vote FOR proposals 2 and 3:

2. To ratify the appointment of Deloitte & Touche LLP as the Company's independent registered public accounting firm for 2013.

3. To approve an advisory resolution on executive compensation.

The Board of Directors recommends that you vote AGAINST proposal 4:

4. To vote on a stockholder proposal regarding accelerated vesting of equity awards, if properly presented at the meeting.

If any other matter properly comes before the meeting, shares represented by properly submitted proxies will be voted on such matter in the discretion of the persons named as proxies in the Company's proxy card for the meeting.

Only stockholders of record at the close of business on March 28, 2013, the record date for the meeting, are entitled to receive notice of, and to vote at, the meeting.

