



Wendy's Unveils New Restaurant Design on Ninth Street, Columbia *A bold new look was revealed in Tiger Town*

Springfield, MO (January 16, 2023) – With revitalized decor, comfortable seating, and other amenities, customers will enjoy a stunning Wendy's® experience when they visit the new restaurant at 308 9th Street, Suite 101, Columbia, MO, beginning January 16.

The restaurant was built using an innovative interior and walk-up pick-up window design, which is part of an ongoing effort to provide an enhanced customer experience — from the high-quality food to the restaurant environment.

“I am thrilled that we have opened our fifth Wendy's restaurant in Columbia,” said Mike Hamra, President & CEO of Hamra Enterprises. “We have served the Columbia community since 1985, and we are excited that we now have a more convenient location for students, faculty, and staff of the University of Missouri, my alma mater.” This will be Hamra Enterprises' 40th Wendy's restaurant in Missouri and 97th Wendy's restaurant for the enterprise from New England to the Midwest.

The interior showcases open, bright dining areas with multiple seating options, a Coca-Cola® Freestyle® beverage dispenser that allows customers to customize their drink choices is also available in our dining room. The touch screen, self-serve fountains offer over 100 regular and low-calorie beverages, including a variety of branded waters, sports drinks, lemonades, and sparkling beverages.

Wendy's Image Activation initiative, which includes remodeling restaurants and building new restaurants, remains an integral part of the system's global growth strategy. These projects have created new restaurant jobs and economic growth through construction and development in local communities such as Columbia.

About Hamra Enterprises

Hamra Enterprises is a dynamic organization owned and founded in 1975 by the Hamra family with its headquarters in Springfield, Missouri, and includes three restaurant brands with over 6,000 employees in 8 states; Arkansas, Illinois, Kansas, Massachusetts, Mississippi, Missouri, New Hampshire, and Tennessee. Hamra Enterprises is committed to providing the highest quality products and services within the hospitality industry, creating exceptional experiences for people and communities by engaging each of its restaurant neighborhoods through community service, fundraising, and other philanthropic partnerships such as Boston Children's Hospital, Make-A-Wish of Illinois, Children's Miracle Network Hospitals, The Dave Thomas Foundation for Adoption and St. Jude's Children's Research Hospital. For more information, visit hamraenterprises.com

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