

Rebel Foods opens two Wendy's dine-in outlets in Gujarat

Rebel Foods, the world's largest internet restaurant company and the master franchisee for Wendy's in India, has announced the opening of two new Wendy's dine-in restaurants in Gujarat. Located in Ahmedabad and Anand, the new outlets further strengthen the brand's presence in the state.

Designed to cater to both dine-in and takeaway guests, the restaurants feature contemporary, welcoming interiors that reflect Wendy's global brand identity. This expansion highlights Gujarat's growing significance for organised quick service restaurant (QSR) brands, driven by increasing urban consumption and a rising preference for international food formats.

The new outlets serve Wendy's globally recognised menu, including the iconic Frosty dessert, alongside an extensive range of globally inspired flavours. Guests can explore international taste profiles such as Argentina's Chimichurri, Louisiana Cajun, Korean Bulgogi, American BBQ, India's Tandoori and Mexico's Nachoburg—positioning Wendy's as a single brand delivering diverse global burger experiences.

Commenting on the launch, Ankush Grover, Co-founder and Global CEO of Rebel Foods, said that Gujarat continues to be a strong growth market, supported by a young consumer base and increasing demand for global cuisine. He added that the introduction of dine-in formats in Ahmedabad and Anand reflects the company's commitment to expanding Wendy's footprint in line with evolving consumer preferences.

Wendy's growth strategy in India is focused on Gen Z and Millennial consumers who seek bold flavours, authenticity and globally relevant dining experiences. The brand continues to invest in flavour-led innovation, modern store designs and formats that resonate across both urban and emerging markets.

Rebel Foods is scaling Wendy's presence in India through a hybrid model that combines traditional dine-in restaurants with cloud kitchens, powered by its technology-driven operating platform. In just over five years since entering the

Indian market, Wendy's has grown to more than 200 locations nationwide, strengthening its presence across Tier I and Tier II cities.