

Wendy's — illustrative royalty and advertising terms, 2025–2026

Period 2025-01

Parties and scope

This is a fictional agreement summary for the Copperline Burger Co. demo, not an issued Wendy's agreement or a statement of Wendy's actual commercial terms. It applies to all ten demo stores operated by Copperline SF Marin LLC; Copperline East Bay LLC; Copperline South Bay LLC from January 1, 2025 through December 31, 2026.

Fee basis

The simulated royalty is 5% of recorded net sales; the simulated advertising-fund charge is 4% of the same recorded net sales. Net sales include marketplace sales already recorded by the POS, exclude sales tax and reflect the discounts in the sales records. Do not add delivery-platform sales a second time. Each fee is rounded separately to cents for each store and calendar month. The two fees share one sales base; adding their printed sales bases would double-count revenue. The statements preserve the existing posted charges and do not introduce new expenses.

Statements and settlement

Monthly statements separate the royalty and advertising charges and retain their matching ledger references. October 2026 includes observed sales only through October 23; it is not a full-month projection. The bank records contain the actual simulated settlements, normally on the next month's banking day on or after the 10th. Statement month is service month, not payment month. A charge is not proof of payment; confirm its bank record separately. Earlier opening-liability settlements may appear in January 2025 without a 2024 statement in this corpus.

Limits

Local marketing spend, including Google Ads, is separate from the 4% advertising fund. No royalty rebates, credits, renewal fees or contractual penalties are modeled. Future periods and these illustrative terms must not be presented as actual Wendy's pricing or legal advice.