

JONES DAY GUIDES WENDY'S ON BRAZIL JV AND LAUNCH

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Jones Day advised The Wendy's Company in establishing a franchise with the Starboard Group and Infinity Services, setting up a joint venture in Brazil.

The Wendy's Company is the world's third largest quick-service burger company. Infinity Services is based in São Paulo and has brought several well-known restaurant brands to Brazil in recent years. Starboard, one of Wendy's largest U.S. franchisees, operates 182 Wendy's restaurants.

The expansion in the South American country will be driven through Wendy's Brazil, a joint venture between Infinity Services and Starboard. Wendy's Brazil plans to hold the grand opening in mid-July for two restaurants in São Paulo.

Partner Sanjiv Kapur led the Jones Day team advising Wendy's. The company also instructed Brazilian law firm Lobo de Rizzo as local counsel

