
WENDY'S ASKS AGAIN: 'WHERE'S THE BEEF?'



"Where's the beef?" A well known question was asked in 1987 for Wendy's and was became the national catchphrase. Wendy's is answering it by launching the new Dave's Hot 'N Juicy Cheeseburgers, with the tag line "Here's the beef!" almost after 27 years. For these campaign, it is in news that to launch this product, they have doubled their budget compare to what they normally spend to launch a new product.

Read the original article here: [After 27 Years, an Answer to the Question, 'Where's the Beef?'](#)

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