Sparking a chain reaction

Burger King

Wendy's

McDonald's could be forced to match the moves that the chain is making to try to hold on to its best employees.

"It's all about the competition. We're competing against each other to attract and retain our best talent," says Wendy's spokesman Bill Brown.

McDonald's said it plans to increase pay at least 1% more than the local minimum wage and up to nearly 4% more for those who work at least 30 hours a week. That would be at least $1 more than many of its competitors, as fast-food restaurants such as Burger King and Taco Bell struggle to attract and retain workers.

"We've got to be competitive," McDonald's spokesman Andrew Bary said. "We want to keep our best workers, and we're going to do whatever it takes to do that."