

Subway® Goes as Gaeilge for St. Patrick's Day

Subway's most iconic menu offerings to get an Irish name change this St. Patrick's Day including the introduction of the Millín Feola Marinara and An M.F.B. Iodálach

Subway partners with radio presenter and Gaeilgeoir, Bláthnaid Treacy to celebrate the Irish language

16th March 2021, DUBLIN: We've seen greenings across the globe and virtual parades from home, but things are about to get a whole lot more glás with the introduction of some very Irish menu items at Subway.

To celebrate St. Patrick's Day, Subway is delighted to announce that some of its most iconic Subs will be going as Gaeilge. The Sub's new Irish identities will be given pride of place over on Subway's social channels and include fan favourites such as the Millín Feola Marinara (Meatball Marinara) and An M.F.B. Iodálach (Is Mó, Is Feola, is Blasta) (Italian B.M.T.®).

As part of the initiative, Subway has also partnered with RTE 2FM presenter and passionate Gaeilgeoir, Bláthnaid Treacy, to help Subway customers introduce some Irish comhrá into their conversations.

Bláthnaid has created a video which encourages everyone to try a cúpla focal when ordering their Subs in store, having a gossip with a friend or when navigating working from home. You can check out Bláthnaid's video here.

Speaking on the partnership, **RTE 2FM presenter Bláthnaid Treacy** said: "It's really great to see a global brand like Subway, that has such a presence all over Ireland, celebrate our national language and heritage! As a Gaeilgeoir myself, I was delighted to be able to partner with Subway to celebrate our beautiful language this St. Patrick's Day."

Angelina Gosal, Head of Marketing UK & Ireland at Subway said: "We're delighted to rename some of our most iconic Subs into the Irish language in celebration of St. Patrick's Day. We are proud of our roots across Ireland and wish everyone a wonderful holiday!"

To find your nearest open Subway® store, visit www.subway.com/en-ie/.

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For information on the Subway® brand please visit:

Website: www.subway.com/en-ie/

Facebook: www.facebook.com/SubwayROI/

Twitter: @SubwayROI

About the Subway® brand:

The Subway® brand is the world's largest submarine sandwich franchise, with more than 42,500 locations in more than 113 countries. Headquartered in Milford, Connecticut, the Subway® brand was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. That partnership marked the beginning of a remarkable journey, which has made it possible for thousands of individuals to build and succeed in their own business. In 2017 the Subway® brand embarked on a sugar reduction programme and together with our beverages partner PepsiCo/Britvic, we have taken out 4 billion calories from our GB customer's annual consumption, per store, this means almost 2 million calories annually have been removed. This represents an overall 30% calorie consumption reduction from drinks sold in Subway® stores.

In the Republic of Ireland and Northern Ireland, nearly 300 million calories have been removed from our Irish customers' consumption from Subway® stores (ROI & NI). Per store, this means almost 1 million calories annually have been removed. This represents an overall 15% calorie consumption reduction from drinks sold in Subway® stores (due to different product mix). We are constantly looking at ways that can reformulate our menu to offer customer a choice of foods that are the best they nutritionally can be at an affordable price.

<https://stage.mediaroom.com/subway-emea/2021-03-16-Subway-R-Goes-as-Gaeilge-for-St-Patricks-Day>