

‘MAKE MINE A CRISP SANDWICH...’ SUBWAY GUESTS WILL BE ABLE TO ORDER THEIR OWN ‘CRISP SUB’ FOR THE FIRST TIME

Subway introduces extra crunch with new Walkers partnership
Subway® partners with Walkers to allow fans to create their own
crisp Subs for the first time, as guests will be asked if they would
like ‘crisp in’ or ‘crisp out’ at the counter
Walkers Ready Salted Crisps join the 53 different ingredients
and toppings now available to customise your Subway order
Available to order in Subway stores across the UK from 7th April
for a limited time only

Subway introduces extra crunch with new Walkers partnership, adding Ready Salted Crisps to their selection of customisable toppings for their Subs, salads and wraps.

Available in-store from 7th April for a limited time only. Image credit - Subway

Images available here: <https://www.flickr.com/gp/taylorherringpr/L59988>

7th April 2021 – From today, Subway will be adding Walkers crisps to their selection of customisable toppings for their Subs, wraps or salads as guests will be asked if they would like ‘crisp in’ or ‘crisp out’ for their order.

Inspired by the beloved national tradition of the classic ‘crisp sandwich’, Subway are partnering with Walkers to allow customers to add some extra crunch to their order – so they can now create their own ultimate ‘crisp Sub’.

Walkers Ready Salted Crisps will be available as part of Subway’s selection of 53 customisable ingredients and toppings to add at their counter from Wednesday 7th April, bringing the unique British delicacy to the high street as guests will have the option of adding crisps to any 6-inch or Footlong Sub, wrap or salad when ordering in store.

So whether an Italian B.M.T®, Chicken Teriyaki, Veggie Delite®, Turkey Breast, or new vegan T.L.C. (Tastes Like Chicken) is your go to order, crisp sandwich aficionados will now be able to choose ‘crisps in’ to add an extra crunch to any of Subway’s 18 signature Subs,

wraps or salads for a limited time (until 23rd May).

Alternatively, those who would rather have their 'crisps out' can still enjoy packs of Walkers Ready Salted, Cheese & Onion and Oven Baked Cheese & Onion flavours with their Subs at Subway stores, as a snack, side or part of a Meal Deal.

Angelina Gosal, Head of Marketing UK & Ireland at Subway commented: "The crisp sandwich is an iconic and important part of Britain's culinary traditions and we're excited to partner with Walkers to allow guests to now order one in store. With the addition of Walkers crisps to the toppings you can add to our Subs, we have one of the biggest, tastiest and the crunchiest menus on the high street!"

Fernando Kahane, Marketing Director at Walkers commented: "As a nation, we may not agree on everything, but we are united in the fact that a lunchtime sandwich without crisps is just not the same. That's why we've teamed up with Subway to offer extra Walkers crunch with your Subs and to ensure lunchtimes are even more enjoyable."

Subway fans can choose to add Walkers Ready Salted Crisps as a topping to any Sub, wrap or salad from an extra 20p, in store from 7th April until 23rd May 2021.

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

ENDS

Subway® is a Registered Trademark of Subway IP LLC. ©2020 Subway IP LLC.

For more information about this press release please contact:

subway@taylorherring.com / 0208206 5151

For information on the Subway® brand please visit: www.subway.co.uk

Facebook: www.facebook.com/SUBWAYUK

Twitter: @SUBWAYUK

Instagram: @subway_ukIreland

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.

About PepsiCo

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$67 billion in net revenue in 2019, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 23 brands that generate more than \$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Convenient Foods and Beverages by Winning with Purpose. "Winning with Purpose" reflects our ambition to win sustainably in the marketplace and embed purpose into all aspects of the business. For more information, visit www.pepsico.com

Additional assets available online: [Photos](#)
(2)

<https://stage.mediaroom.com/subway-emea/2021-04-07-MAKE-MINE-A-CRISP-SANDWICH-SUBWAY-GUESTS-WILL-BE-ABLE-TO-ORDER-THEIR-OWN-CRISP-SUB-FOR-THE-FIRST-TIME>