

# Subway® launches brand-new Potato Crispers snack exclusive to Ireland

**Available with new Chipotle Southwest Seasoning**

**Subway® launch brand-new Potato Crispers, available in Subway stores across Ireland and through delivery partners from today, 7th April**

**Potato Crispers are crispy, crinkle cut potato wedges which are the ultimate potato snack to pair with any Sub, wrap or salad or to enjoy as a side on their own!**

**Customers can enjoy Potato Crispers with or without the delicious new Chipotle Southwest Seasoning**

**7th April 2021, Dublin:** Subway has today unveiled a brand-new addition to its menu – **Potato Crispers**, a product launch exclusive to Ireland. Potato Crispers are deliciously crispy, crinkle cut potato wedges, with guests given the choice to add brand-new **Chipotle Southwest Seasoning** for extra flavour.

It's no secret that there is plenty of love for the potato in Ireland, but this twist on the sacred classic potato wedge has brought things up a notch. Potato Crispers are crispy on the outside, soft on the inside and are available with Chipotle Southwest seasoning – a perfect combination of texture and flavour. Yes, that's right, Subway has bottled the heavenly flavour of its fan favourite Chipotle Southwest Sauce and transformed it into a smoky salt seasoning.

The ultimate craveable snack, Potato Crispers are sure to satisfy those pesky mid-afternoon hunger pangs while doubling as the perfect addition to any iconic Sub, wrap or salad. So, no matter the size of your craving, Subway's Potato Crispers have got you covered. When purchasing in-store\*, guests can choose to upgrade their Loaded Value Meal Deal and swap out cookies or crisps for Potato Crispers for just €1.

Potato Crispers are available in-store in regular (€2) and large (€3) portions and are suitable for vegans and vegetarians. They can also be delivered right to your door with third party delivery partners such as Just Eat, Deliveroo and Uber Eats.

**Angelina Gosal, Head of Marketing UK & Ireland at Subway said:** 'Our new Potato Crispers are an exciting addition to our existing menu. We all know how popular the classic potato wedge is in Ireland, so we've worked hard to create an even more enjoyable version that we are know our guests here will love.'

Customers can order in-store, use Mobile Order collection via the Subway app or order via delivery services including Just Eat, Uber Eats and Deliveroo. To find your nearest Subway® store, visit <https://www.subway.com/en-ie/findastore>.

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\*Available in-store only

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**For more information about this press release please contact:**

Jill Martin [Jill.martin@teneo.com](mailto:Jill.martin@teneo.com) 087 909 8879

**For information on the Subway® brand please visit:**

Website: [www.subway.com/en-ie/](http://www.subway.com/en-ie/)

Facebook: [www.facebook.com/SubwayROI/](https://www.facebook.com/SubwayROI/)

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**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.

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