

# Kurupt FM sets up bass in Subway®

## Stars of hit comedy reunite for exclusive online series

**Pirate radio station Kurupt FM, the stars of BAFTA award-winning comedy People Just Do Nothing, are taking over Subway's instore radio for an EXCLUSIVE online mini-series**  
**From Monday 17 May, the garage legends will broadcast shows into 2,200 Subway restaurants across the UK and Ireland**

Download link to Teaser Episode: [Subway x Kurupt FM Radio Takeover – Episode 1 | #SubwayxKuruptFM](#)

**Dublin – 13th May 2021:** Infamous pirate radio station Kurupt FM has today announced a unique takeover of Subway's in-store radio network next week and will be broadcasting daily from Monday 17 May.

Kurupt FM, the subject of the BAFTA-winning comedy series People Just Do Nothing, gracefully came off the airwaves in 2019 after five hit seasons on the BBC.

However, Subway has struck a comeback collab with the boys for a Kurupt FM takeover of Subway's in-store radio network across the UK and Ireland and will release an exclusive online mini-series (capturing the takeover) with fresh episodes dropping throughout next week.

A teaser episode released by Subway today (12th May) reveals how band manager and eager entrepreneur Chabuddy G (Asim Chaudhry) managed to strike a deal with the sandwich giant. In the video, he reveals that the pirate station is going legit with the exclusive partnership, expanding Kurupt's audience beyond a few streets in Brentford by broadcasting into 2,200 restaurants across the UK and Ireland for a whole week.

With the Subwoofers primed and ready the announcement video teases what fans can expect from the unique takeover next week when **seven exclusive shows**, featuring chat, original tunes and some of the best lyrical bars to come out of Brentford will delight comedy fans.

Fans will also be able to tune-in via **Subway's YouTube** to catch-up on the series after each exclusive in-store transmission. Additional bonus content and clips will also be dropped on Subway and Kurupt FM's TikTok, Instagram and Twitter.

Despite the untimely demise of their iconic pirate radio station, London's finest garage crew, Kuruft FM, are preparing for a massive 2021, kicking off with the release of their **debut original single** 'Summertime' teaming up with fellow UK heavyweight Craig David. Taken from their forthcoming debut album The Greatest Hits (Part 1), the Brentford collective are ready to takeover post-lockdown raves, festivals and garden parties with their vital summer anthem produced by FRED, MJ Cole and Emmanuel Franklyn Adelabu.

Alongside the new album, Kuruft FM will be releasing a **feature film** adaptation in August. 'People Just Do Nothing: Big In Japan' follows Grindah, Beats, Chabuddy G, Steves and Decoy as they begin their journey to international stardom, after hearing the news that one of their songs has been used on a popular Japanese game show.

**Mays Elansari, Head of Marketing UK & Ireland at Subway** said: "People Just Do Nothing is one of the best loved comedy shows of recent years and Kuruft FM is a radio station that deserves way more listeners. We're excited and energised in equal measure to be handing over control of the airwaves inside Subway restaurants. Our guests are in for a treat in more ways than one with our crave-able menu."

**Chabuddy G** said: "It's very different doing a set in Subway because normally when we play raves we're used to the smells of B.O and smoke machines. This one is more like pickles and honey mustard sauce."

**The Kuruft FM boys, MC Grindah, Beats and DJ Steves**, said: "When Chabuddy said he'd got us the gig initially we were just hyped about the free Subs, but when he said we'd be broadcasting, not just to the Subway in Acton, but all of the Subway's in the UK and Ireland we were buzzing."

People Just Do Nothing follows Kuruft FM MC Grindah (Allan 'Seapa' Mustafa), Beats (Hugo Chegwin) and DJ Steves (Steve Stamp) illegally broadcasting chat and drum'n'bass from a Brentford tower block flat.

The show has a unique style due to none of the cast previously being professional actors, instead their YouTube sketches caught the eye of the BBC, airing from 2014 to 2018 and being nominated for four BAFTAS. The mockumentary is a spiritual successor to The Office due to an abundance of cringeworthy moments when the crew's ambitions overshadow their actual abilities.

However, the mockumentary has since become a reality. The Kuruft FM crew have toured the UK, played Glastonbury, done a Radio 1Xtra takeover and performed with a variety of stars including Ed Sheeran and Craig David.

You can hear the Kuruft FM takeover exclusively in Subway stores from Monday 17th May or via catch up on [youtube.com/user/SUBWAYUKIreland](https://www.youtube.com/user/SUBWAYUKIreland).

-ENDS-

Subway® is a Registered Trademark of Subway IP LLC. ©2021 Subway IP LLC.

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

Grace Flynn, [grace.flynn@teneo.com](mailto:grace.flynn@teneo.com), 083 358 3550

**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/2021-05-13-Kurupt-FM-sets-up-bass-in-Subway-R-Stars-of-hit-comedy-reunite-for-exclusive-online-series>