

SUBWAY® LAUNCHES NEW PLANT-BASED MENU ITEMS FOR VEGANUARY

New T.L.C.® Tikka (Tastes. Like. Chicken.) and T.L.S™ (Tastes. Like. Steak.) hit stores from 29th December

Subway® launch brand-new plant-based T.L.C.® Tikka (Tastes.Like.Chicken.) for Veganuary, available as both a 6-inch and Footlong Sub as well as a salad or a wrap – which has all the chicken tikka taste, but made from tasty plant-based alternatives

Subway is also trialling the new plant-based T.L.S.™ (Tastes. Like. Steak.) in 350 stores across the South of England until 15th February

Subway has one of the widest ranges of plant-based choices of any high street restaurant in the UK and Ireland – including the Vegan Double Choc Cookie, which won PETA's 2021 Vegan Food Award for Best Cookie

The new plant-based T.L.C.® Tikka will join Subway's wide range of plant-based choices, in-store and for delivery in selected stores from 29th December until 15th February

Images: <https://flic.kr/s/aHBqjzw6Mm>

29th December: High-street favourite Subway has today unveiled two new additions to its plant-based menu for Veganuary – the **T.L.C.® Tikka (Tastes.Like.Chicken.)** and the **T.L.S.™ (Tastes.Like.Steak.)**.

The T.L.C.® Tikka, a new spice-inspired twist on the original roast-chicken inspired T.L.C.®, is an exciting special addition to the menu exclusively for Veganuary, available from Wednesday 29th December to Tuesday 15th February in select stores across the UK and Ireland, replacing the classic T.L.C.® for a limited time.

The T.L.C.® Tikka is made from delicious strips of plant-based 'chicken' and is made to a unique recipe with tikka-inspired flavours, designed to mimic Subway's roast chicken breast strips, and is available with slices of Violife™ vegan cheese. The T.L.C.® Tikka is fully customisable and is available as a 6-inch or Footlong Sub, a salad or a wrap for even more

choice.

Subway® is also trialling a new steak-inspired plant-based recipe, the T.L.S.™ (Tastes.Like.Steak.) which will also be available until 15th February in selected stores in the South of England instead of the T.L.C.® Tikka.

The T.L.C.® Tikka and T.L.S.™ are both made from soy-based protein and a unique recipe that both plant-lovers and flexitarians will enjoy. The T.L.C.® Tikka is also approved by the Vegan Society.

Subway has one of the widest ranges of plant-based options of any high-street restaurant chain in the UK and Ireland. The new T.L.C.® Tikka will join year-round menu items including the popular **Meatless Meatball Marinara** - which won PETA's 2020 award for Best Vegan Sandwich, the **Plant Patty** created through Subway's new partnership with The Vegetarian Butcher, **Veggie Delite®**, **Vegan Double Choc Cookie** – which won PETA's 2021 Vegan Food Award for Best Cookie, **Crinkle Wedges**, **Meatless Meatballs Bowl** and **Hash Browns**.

Mays Elansari, Head of Marketing UK & Ireland at Subway said: "Our new plant-based T.L.C.® Tikka and T.L.S.™ taste so delicious that vegans, flexitarians and non-vegans will love them! At Subway, we are proud to have one of the widest and tastiest ranges of plant-based choices on the high street, without any compromise on flavour or taste, to offer our guests even more choice."

Toni Vernelli, International Head of Communications & Marketing at Veganuary, said: "We're really pleased that Subway is adding even more plant-based options to their menu this January with the Veganuary special, the T.L.C.® Tikka (Tastes.Like.Chicken.), and trial of the T.L.S.™ (Tastes.Like.Steak.). Having lots of tasty plant-based choices out there for people to try makes eating vegan a little easier and a lot more enjoyable."

Order in-store or via third party delivery from selected Subway stores

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

*350 stores will be trialling the T.L.S. instead of T.L.C. Tikka between 29th December – 15th February 2022.

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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.

Additional assets available online: [Photos](#)
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<https://stage.mediaroom.com/subway-emea/2021-12-29>