

ALL ABOARD ‘THE SUBWAY’ - SUBWAY® INVITES DINERS FOR SUBS & CHAMPAGNE

Subway® pop-up restaurant offers guests opportunity to live ‘the VIP lifestyle’ with silver service, Champagne, live DJ – and of course, Subs!

- Subway® opens first pop-up restaurant aboard a yacht in central London**
- Made in Chelsea’s Sam Thompson, was the first guest at the pop-up restaurant, which is open to the public later this week**
- Dining aboard The Subway includes Champagne, silver service at your table and a live DJ to accompany your Subs**
- The VIP experience has been launched as part of Subway’s ‘Meal Deal Millionaire’ competition, where Subway® customers have the chance to win one million Subway Rewards® points**
- The Subway yacht is open to the public for free on Thursday 10th and Friday 11th March 2022 (tables booked in advance**

Images available to download here: <https://www.flickr.com/gp/taylorherringpr/s49rD8>

Video available to download here: <https://vimeo.com/685604925/1994108c03>

9th March 2022 – Sam Thompson, star of Made in Chelsea, was the first guest at Subway®’s new VIP pop-up restaurant which opens today aboard a yacht in central London.

Thompson embraced the captain’s hat and boarded The Subway yacht for a final inspection before it opens to the public later this week. Guests will enjoy Subs and champagne to mark Subway’s ‘Meal Deal Millionaire’ prize draw, where one lucky Subway Rewards member will win one million Subway Rewards® points, enough to buy 1,000 Footlong Subs which end-to-end is the length of over 33 yachts.

The floating pop-up restaurant will open to the public for two days, offering a VIP experience akin to what the jetset would enjoy in St Tropez and Ibiza. Made in Chelsea’s Thomson, who has a taste for the finer things, will ensure The Subway offers a ferry-tail experience for guests.

Guests looking to add a splash of the luxury to their lunchtime can book a table for free aboard the world's first Subway yacht and dine on the brand's classic Meal Deal – a Footlong Sub, crisps or cookie and a glass of champagne – like a VIP.

The experience, straight out of an episode of *Below Deck*, will see guests greeted by the captain with a glass of bubbly and hot towels on arrival. A live DJ will play Ibiza chill out tunes and guests will be offered complimentary sunglasses and a spritz from a bottle of millionaire bronzing mist to set the scene.

Orders will be taken at tables by one of the yacht's crew and lunch presented to guests from under a silver cloche, with the option to choose from a menu of 8 Subs including Italian B.M.T. ® Chicken & Bacon and Brie, paired with a choice of crisps or cookie, and a selection of drinks. Tables will be equipped a service bell to ring should guests require further assistance.

Made in Chelsea's Sam Thompson said: "I was really excited to get aboard *The Subway* and be the first to have a taste of the VIP lifestyle. Subs with silver service and a DJ playing?! I can't think of a better way to spend the afternoon!"

Angelina Gosal, Head of Marketing UK & Ireland at Subway® said: "We're constantly looking to offer our guests and loyal fans a well-deserved lunchbreak with more choice, more taste and more value. Where better than aboard *The Subway*, where you can dine on our great-tasting menu with an experience fit for a 'Meal Deal Millionaire!'"

The Subway will be open for dining in London on Thursday 10th and Friday 11th March 2022.

Tickets for a table for 2 people, for 1 hour, are free but visitors will need to book in advance.

Location: West India Quay, N Dock Footbridge, London E14 4QJ

Dates: Thursday 10th and Friday 11th March 2022

Times: Open 12 – 3:30pm, for a 1-hour bookable table

Tickets: Free, available here: <https://www.eventbrite.co.uk/e/the-subway-vip-pop-up-dining-experience-tickets-292099045107>

Guests who purchase a Subway® Meal Deal at Subway stores until 29th March have the chance to become a 'Meal Deal Millionaire' and win one million Subway Rewards® points - the equivalent of 1,000 Footlong Subs - to redeem against Subway's delicious Subs, wraps, salads, sides and hot drinks!

To enter into the Meal Deal Millionaire prize draw, registered and activated Subway Rewards® users must scan their unique Subway Rewards QR code when purchasing a Subway Meal Deal, in-store from 16th February – 29th March 2022.**

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

*Subway® is a franchise and therefore pricing may vary between stores

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****Terms and conditions:**

**A transaction of £4.99 or more, which contains 3 items or more will be considered a meal deal.

16th February-29th March 2022, UK residents 18+ who are registered and activated Subway Rewards® members can enter for a chance to win 1x 1,000,000 Subway Rewards® points by scanning their QR code on the Subway® App when purchasing a Meal Deal from Subway®. Subway Rewards® members who are opted into Subway Rewards® email marketing communications will also get to spin the “Meal Deal Wheel” each time they purchase a Meal Deal from Subway® and scan their QR code for a chance to win 1x of 10,000 Instant Win prizes. Meal Deal purchase and T&Cs acceptance necessary. See subwayrewards.uk for full T&Cs & prize details. Promoter: Subway Franchisee Advertising Fund Trust B.V.

For more information about this press release please contact:

subway@taylorherring.com / 0208 206 5151

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About Subway® Restaurants

As one of the world's largest quick service restaurant brands, Subway serves freshly made-to-order sandwiches, wraps, salads and bowls to millions of guests, across more than 100 countries in more than 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network that includes more than 20,000 dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

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<https://stage.mediaroom.com/subway-emea/2022-03-09>