

SUBWAY® ADDS NEW BUFFALO CHICKEN SUB, BIG BEEF SUB AND CHEESY GARLIC SLICE TO MENU

GUESTS OFFERED THE CHANCE TO TRY BRAND-NEW BUFFALO CHICKEN SUB BEFORE LAUNCH AT SPECIAL FIRST TASTE EVENT TOMORROW, THURSDAY 1ST SEPTEMBER, IN SUBWAY®, TRINITY CENTRAL, PEARSE ST, DUBLIN 2

Subway® offers waaay more with the addition of two new Subs to its menu, including brand-new Buffalo Chicken and Big Beef making a return

Guests will have the chance to get a free first taste of the new Buffalo Chicken Sub tomorrow at Subway, Trinity Central, Pearse St, Dublin 2 at an exclusive event

New Cheesy Garlic Slice will also launch as a side, alongside recently launched Margarita and Pepperoni Slices

Order in-store, through Mobile Order via the Subway® app and via delivery services from 7th September

31st August 2022: Subway® has today announced three tasty new menu items that are launching next week - including brand-new all-American inspired **Buffalo Chicken Sub**, the **Big Beef Sub**, which is making a return, and Subway's **Cheesy Garlic Slice**, which will be available as a side.

Offering more flavour, more meal deals and more choice, Subway's latest menu additions will be available from Wednesday 7th September 2022 – with the Big Beef Sub and Cheesy Garlic Slice both permanent menu items. The Buffalo Chicken Sub is a limited edition and only available until Tuesday 8th November 2022, so get it while you can!

Subway's new Buffalo Chicken Sub is packed full of flavour, with marinated chicken breast in a fiery Buffalo glaze, paired perfectly with a creamy new blue cheese dressing. Fully customisable, the new Buffalo Chicken is available as a 6-inch or Footlong Sub on any bread, or as a salad or a wrap for waaay more choice. Yep, our mouth is watering too!

Last seen in 2018, the crowd-pleasing Big Beef Sub is back on the menu. The tasty beef patty comes loaded with fresh veggies and sauces of your choosing. Cheese and toasted is

a given right?

Alongside Subway®'s recently launched Margherita and Pepperoni Slices, the new Cheesy Garlic Slice has layers of melt-in-the-mouth cheddar, mozzarella and a garlic infused olive oil, loaded on a toasted Sub slice for a real treat.

Angelina Gosal, Head of Marketing UK & Ireland at Subway® said: "We are so excited for our guests to try our brand-new Buffalo Chicken Sub - and with our first taste event in Dublin tomorrow, guests can experience waaay more flavour a week before our national launch! With our new Big Beef Meal deal at a great-value price and our delicious new Cheesy Garlic Slice, there's waaay more value and waaay more choice on our menu, offering something for everyone to enjoy."

Some lucky Subway guests will have the chance to try the new Buffalo Chicken Sub before it goes on sale nationwide at an exclusive event, tomorrow 1st September. **Hosted at Subway, Trinity Central, 152-160 Pearse Street, Dublin 2 from 4pm – 5pm**, guests can come for a first taste experience of the new Buffalo Chicken Sub, receiving a 6-inch Sub at the event which will feature some all-American entertainment and the chance for one lucky guest to win one months' worth of free Subs* via Subway Rewards.

If you can't make it to the event on Thursday 1st September, you won't have to wait long to try new Buffalo Chicken! Subway guests looking to spice up their day with new Buffalo Chicken, reunite with their favourite Big Beef or treat themselves to a Cheesy Garlic Slice, can order in-store, use Mobile Order via the Subway app or order via delivery services including Just Eat, Uber Eats and Deliveroo from Wednesday 7th September.

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

-ENDS-

Notes to editor:

One prize winner will receive a Subway Rewards card loaded with 15,000 points, which covers 30 x 6-inch Subs.

For more information about this press release please contact:

Rachel Reddy Cox, Teneo - rachel.reddycox@teneo.com

For information on the Subway® brand please visit:

Website: www.subway.com/en-ie/

Facebook: www.facebook.com/SubwayROI/

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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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