

# **HOT OFF THE PRESS (LITERALLY!) SUBWAY® EXPANDS TRIAL OF NEW SUBMELTS™ TO STORES ACROSS IRELAND**

**SubMelts™ are coming to a Subway® near you, after proving a hot hit during an initial trial earlier this year**

**Almost 500 Subway stores across the UK & Ireland will serve delicious new hot pressed SubMelts™ from today, 26th October**  
**Four hot tasty options to try – including The Big Cheese-Steak and limited edition V.I.Brie - all perfect during the colder months**

Images available to download here:

<https://www.flickr.com/gp/taylorherringpr/2B17U9bQU2>

**26th October 2022:** Subway® has announced it is expanding its trial of its hot SubMelts™ range, after a successful trial earlier this year. SubMelts™ were initially available in just 40 stores, but they are now landing in almost 500 stores across the UK and Ireland from today, Wednesday 26th October, after they became a hot hit with Subway fans.

Subway's sandwich experts have designed the ultimate toastie combos, with four tasty new flavours being announced – The Big Cheese-Steak, The Supremo, Pizziola B.M.T. ® and V.I.Brie.

New SubMelts™ are pressed and toasted Subs, filled with melted cheese and mouth-watering flavours – and are available as either a 6-inch or a Footlong.

With four delicious new options available to try, Subway fans are going to find them hard to resist! SubMelts™ can also be enjoyed as a meal deal (which includes either a 6-inch or Footlong SubMelt™, drink and crisps or cookie).

Toasties and paninis are an undeniable Irish favourite and these new hot and tasty options have arrived just in time to warm you up this Autumn.

The four tasty new SubMelts™ available are:

**The Big Cheese-Steak** is a play on the Philadelphia classic, packed with Philly beefsteak, mozzarella, American-style cheese, caramelised red onions, peppers, and topped with

Subway's famous Chipotle Southwest sauce.

**The Supremo** is perfect for vegetarians; filled with Mozzarella and American-style cheese, pesto, peppers, black pepper and Subway's delicious marinara sauce.

A pizza-Sub hybrid, **The Pizziola B.M.T.** ® is one for the meat lovers, stacked with pepperoni, ham, salami, as well as mozzarella, American-style cheese, peppers, red onions and marinara sauce.

And finally, available for a limited time only and perfect for the winter months, the **V.I.Brie** is French-inspired with creamy Brie, American-style cheese, maple smoked streaky bacon, caramelised red onions, and sweet onion sauce. Bon appétit!

**Angelina Gosal, Head of Marketing UK & Ireland at Subway®** said: "SubMelts™ proved so popular with our guests during our trial earlier this year and we're really excited to be expanding this hot and tasty new offering to almost 500 stores across UK and Ireland – especially as there's four new flavours to choose from! As the days get colder, we wanted to give our guests something warming to choose and enjoy."

**SubMelts™ are being trialled around Ireland, with the list of participating stores available here:** <https://www.subway.com/en-ie/Promotions/participating-stores-terms-conditions>

To find your nearest open Subway store, [visit www.subway.com/en-ie/](http://www.subway.com/en-ie/).

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## NOTES TO EDITORS

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

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

## 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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