

# A NEW WAY TO SUBWAY®!

## SUBWAY® LAUNCH 'SERIES' MENU WITH 15 NEW SIGNATURE SUBS, SUBMELTS®, WRAPS AND SALADS

*FIRST TIME SUBWAY HAVE LAUNCHED A MENU OF CHEF-INSPIRED CREATIONS TO ORDER ALONGSIDE THE ICONIC 'CREATE YOUR OWN' EXPERIENCE*

- Subway® Series is an all-new menu featuring 15 chef-inspired Subs, SubMelt®s, Wraps and Salads
- There are now two ways to Subway®, as you can now order the chef-inspired creations from the Series Menu or 'create your own' with your favourite combination of ingredients
- New Subs include the all-day breakfast **Big Breakwich**, the **Tex Mexan** topped with crunchy Doritos® and a new twist on the classic meatball Sub, **The Baller**
- **Subway Series also includes four delicious SubMelts - toasted panini-style Subs filled with tasty melted cheeses**
- **The Subway® Series menu is available from today in all restaurants across the Ireland and the UK**

Further Images available to download here:

<https://www.flickr.com/gp/taylorherringpr/494781QfY4>

**31<sup>st</sup> May 2023:** Subway® have today announced a new way to Subway with the launch of its new **Series Menu** – a collection of 15 all-new signature chef-inspired Subs, SubMelt®s, Wraps and Salads.

Here to help those who just can't decide what to add to their Sub, Series offers a simple and speedy way to order a range of super tasty Subway creations - revolutionising the ordering experience both in restaurants and online - and is available at all 130 restaurants across Ireland from 31<sup>st</sup> May.

Subway® worked with top chefs to create the 15 all-new signature options on the Series menu - though fans will still be able to 'create your own' using the wide range of breads, meats, veggies, sauces and salad options as well.

The Series menu features seven new Subs available all day including Subway's first-ever all day breakfast-inspired sandwich, the **Big Breakwich**, with maple glazed streaky bacon, Lincolnshire sausage, hash browns and poached eggs and the Mexican-inspired **Tex Mexan** with tangy salsa, tender chicken breast and crunchy Doritos®, including the all new x-

spicy chipotle Southwest sauce!

Four new SubMelts also join the menu - delicious, hot toasted panini-style Subs - including the pizza-inspired **Pizziola**, the vegetarian friendly SubMelt, **Supremo**, which features a new pesto sauce and the traditional Italian marinara sauce and finally the cheese-tastic **Big Cheese-Steak**, allpacked with slices of melted mozzarella and American-style cheese.

And there are also two Wraps including the **Rockin' Moroccan** with a spiced plant patty packed with flavour, crispy onions, tasty sauces and salads and two Salads, featuring the **Fine Catch**; Subway's take on a Niçoise salad with tuna mayonnaise, poached eggs, black olives on a bed of crispy salad.

The full range of options on the new Subway Series menu, available in restaurants now, is:

### **Subs:**

**The Baller** - A new take on an old school classic! Includes Subway's new-recipe pork & beef meatballs, layered with marinara sauce and topped with creamy Monterey Jack cheddar, peppers, pepperoni and crispy onions.

**Notorious B.M.T.**® - Layers of tasty ham, pepperoni and salami, topped with Monterey Jack cheddar, fresh lettuce, tomatoes, crunchy cucumber and red onions - covered in Subway's famous chipotle Southwest sauce.

**Tex Mexan** - Can you handle the heat? Packed full of juicy chicken breast strips, grated mozzarella, and cheddar, and - for an added crunch - Doritos®! On top, there's tangy tomato salsa, peppers, sweetcorn and including our brand new, X-spicy chipotle Southwest sauce.

**Big Bombay** - A Sub with double the flavour! Double sauces (sweet onion and garlic & herb) and double American-style cheese, all layered on top of marinated chicken tikka, peppers, red onions and lettuce.

**Great Caesar** - This tasty Sub is filled with chicken breast and smoked streaky bacon, covered with double American-style cheese and a fresh salad of thick-cut iceberg lettuce, crunchy cucumber, tomatoes and crispy onions - crowned with tasty Caesar sauce.

**Big Breakwich** – Introducing the first of its kind: an all-day Breakfast Sub! Introducing Subway's take on the breakfast roll, that can be enjoyed for either breakfast, lunch or dinner. Streaky bacon and a Lincolnshire sausage patty accompanied by crispy hash browns, poached eggs, double American-style cheese, and ketchup.

**Meatless Philly (V)** - Created in partnership with the Vegetarian Butcher, the Meatless Philly is packed full of delicious plant-based steak, double American- style cheese,

Subway's flavourful teriyaki sauce, red onions, and peppers.

### SubMelts:

- **Big Cheese-Steak** - Tasty strips of Philly-style steak, topped with mozzarella, rich American-style cheese, caramelised red onions, fresh peppers and chipotle Southwest sauce.
- **Tuna Kahuna** – Delicious tuna mayonnaise with melted mozzarella and American-style cheese, topped with caramelised red onions, peppers, sweet onion sauce and black pepper.
- **Supremo (V)** - The vegetarian SubMelt® comes loaded with slices of mozzarella, American-style cheese, pesto made with basil, marinara sauce, peppers and black pepper.
- **Pizziola** - A feast of smoky pepperoni, ham, salami, creamy mozzarella, American-style cheese and a mixture of peppers, red onions, and marinara sauce.

### Wraps & Salads:

- **Rockin' Moroccan (VE) Wrap** - This delicious flavour-fest contains a spiced plant patty, sweet onion and garlic & herb sauces, crispy onions, crunchy lettuce, cucumber, and peppers, finished with marinara sauce wrapped up in a toasted tortilla wrap.
- **Emperor Wrap** – The king of flavours! Tasty chicken breast strips, sweet onion and teriyaki sauces, with crispy onions, iceberg lettuce, cucumber and fresh peppers served in a toasted tortilla wrap.
- **Great Goddess Salad** - Tender chicken breast and basil pesto, sitting on a bed of iceberg lettuce, cucumber, fresh tomatoes and peppers - topped with grated mozzarella & cheddar cheese.
- **Fine Catch Salad** – Inspired by the classic French niçoise, crispy lettuce salad is topped with tuna mayonnaise, poached eggs, black olives, lettuce, cucumber, tomatoes, peppers and finished with a twist of black pepper.

The Subs and SubMelts on the Series Menu are available with your choice of bread and one substitution of veggies or sauces throughout the range.

All Series options can be ordered as part of a Meal Deal, including a regular drink and crisps or a cookie of your choice.

Subway Series will also revolutionise the online delivery experience via Just Eat, Uber Eats and Deliveroo with customers able to select a Subway Series signature option, rather than choosing all their ingredients separately - though fans of customisation will still be able to do so.

In an exclusive offer, Subway Rewards members can get their hands on a FREE\* 6-inch

Sub, SubMelt, Salad or Wrap with their first purchase from the new Subway® Series menu, until 30<sup>th</sup> June.

**Kirstey Elston, Marketing Director UK&I at Subway®,** said: *“There are two types of people - those that like to create and those that like to pick a creation. The launch of our Subway® Series menu marks the start of a new way to order in our restaurants across the UK & Ireland, so you can make a quick choice from one of our new chef-inspired creations.*

*“The brand-new 15 mouth-watering signature Subs, SubMelts, Wraps and Salads make it even easier for our guests to enjoy Subway – but fear not, for those fans that have their own unique orders they love, ‘create your own’ is still available in all our restaurants and online too!”*

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

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**-ENDS-**

## **NOTES TO EDITORS**

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For information on the Subway® brand please visit: [www.subway.com/en-IE](http://www.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 nearly 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network that includes thousands of dedicated

entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

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### **\*Subway Rewards T&Cs**

Between 31st May-30th June, registered and activated Subway Rewards® members who purchase anything from the Subway® Series menu will be able to redeem a free 6-inch Sub, SubMelt®, Salad or Wrap from either the Subway® Series menu or Create Your Own menu, the day after qualifying purchase is made. Offer is valid for 7 days only. Extras additional. Participation may vary, see [Subway.com/participatingstores](https://www.subway.com/participatingstores) for list of participating stores. Offer can only be redeemed in-store. Qualifying purchase must be made with cash/credit/debit cards and not where products have been purchased by redeeming Subway Rewards® points or in combination with other offers. Valid once per person per Subway Rewards® account. Offer is only valid for the intended Subway Rewards® account and will not be transferred or redistributed to another account in any circumstance

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