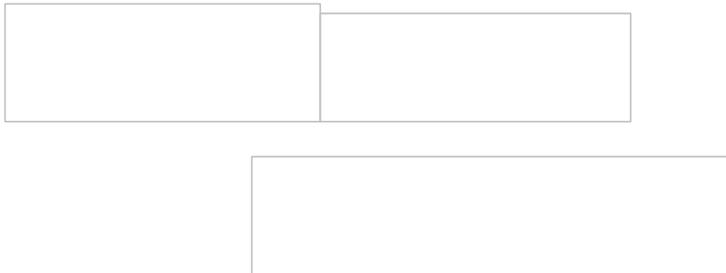


SUBWAY® REVEALS EXCITING MENU SHAKE-UP FOR THE NEW YEAR

NINE NEW SUBS & SUBMELTS® ARE NOW AVAILABLE IN RESTAURANTS NATIONWIDE, INCLUDING NEW TUNA TATO SUB FEATURING CRISPY HASH BROWNS

- Nine new Subs & SubMelt®'s launch today at Subway®
- Exciting new options joining the Signature Series menu include the **Tuna Tato** with tuna mayo, crispy hash browns, and a hot and tasty **Stacked Bacon & Cheese SubMelt®**
- New vegetarian and plant-based Subs include the new **Veggie Breakwich**, with poached eggs, American-style cheese, hash browns and ketchup, and the spiced **Plant Picante**, which is 100% plant-based when ordered with Vegan CheeZe
- Subway Rewards® members can also get their hands on any Footlong for just £4.99 for a limited time only*

“ Subway® has announced a huge menu shake-up to start the year, with nine delicious new Subs and SubMelts® and a fiery new sauce, launching today in restaurants nationwide. ”



From L to R: Tuna Tato, Veggie Breakwich and Stacked Bacon & Cheese SubMelt®

Images available to view/download

here: <https://www.flickr.com/gp/taylorherringpr/g3RzEzNx3s>

Wednesday 10th January: Subway® has announced a huge menu shake-up to start the year, with nine delicious new Subs and SubMelts® and a fiery new sauce, launching today in

restaurants nationwide.

Exciting new options on their Signature Series menu include the **Tuna Tato**, which is guaranteed to have tuna fans in a tizzy! This Sub is stuffed with tasty tuna mayonnaise, American-style cheese, hash browns, lettuce, cucumbers, red onions, crispy onions and ketchup, so it's sure to be a fan-favourite!

The new **Pesto Paradiso** also joins the menu and features the iconic flavours of Italy, with roast chicken, mozzarella and basil pesto – alongside the exciting new **Legendary Teriyaki**, with chicken breast, teriyaki sauce, American-style cheese, veggies and crispy onions.

The **Club Master** is Subway's take on a classic club sandwich, with turkey breast, streaky bacon, poached eggs, Monterey Jack cheddar, salad and mayo – and the **Garlic Cheese Steak** is packed with tasty Philly steak, garlic oil, garlic & herb sauce, and not one, but *two* cheeses, for a delicious American taste.

Exciting new vegetarian and plant-based options include the **Veggie Breakwich** with poached eggs, American-style cheese, hash browns and ketchup and the spiced **Plant Picante**, which is 100% plant-based when ordered with Vegan CheeZe.

The new **Stacked Bacon & Cheese SubMelt®** also joins the range of Subway's panini-style hot and toasted SubMelts®, perfect for colder days, alongside a new hot and fiery **Mango Habanero sauce**, which can be added to any Sub and also comes in Subway's popular Series Sub; **Big Bombay**, which has had a spicy upgrade to kick off the new year!

All new menu options are available from Wednesday 10th January in restaurants nationwide or online, as either a Footlong or 6-inch Sub, wrap or salad.

New Subs

- **Tuna Tato Sub** – *this Sub is stacked with tasty tuna mayonnaise, American-style*

cheese, warm hash browns, lettuce, cucumbers, red onions, crispy onions and ketchup.

- **Veggie Breakwich Sub (V)** – *the new Veggie Breakwich (V) Sub gives Subway fans the chance to enjoy a hearty veggie breakfast at any time of the day! The Sub contains poached eggs, melted American-style cheese and warm hash browns and ketchup.*
- **Plant Picante Sub (V / VE)** – *the Plant Picante is packed with a mouth-watering spiced plant patty, fresh lettuce, tomatoes, cucumbers, peppers, crispy onions, sweet onion and a tangy garlic & herb sauces and American-style cheese. Swap American-style cheese for Vegan Cheeze for a 100% plant-based option; also available as a wrap or salad.*
- **Club Master Sub** – *a spin on a classic – this new Sub includes turkey breast, streaky bacon, poached eggs, Monterey Jack cheddar, lettuce, tomatoes, cucumbers, lite mayonnaise.*
- **Garlic Cheese Steak Sub** – *this mouth-watering Sub tastes as good as it sounds! Packed with Philly steak, Monterey Jack cheddar, American-style cheese (why have one style of cheese when you can have two?!), lettuce, tomatoes, cucumbers, red onions, peppers, garlic oil, garlic & herb sauce.*
- **Legendary Teriyaki Sub** – *legendary by name, legendary by nature! This new Sub is stuffed with chicken breast, American-style cheese, lettuce, cucumbers, peppers, crispy onions and finished with sweet onion & teriyaki sauces.*
- **Pesto Paradiso Sub** – *the flavours of Italy have arrived at Subway! This new Sub is loaded with tasty Chicken breast, mozzarella, lettuce, tomatoes, red onions, peppers and basil pesto.*

- **Stacked Bacon & Cheese SubMelt®** - joining Subway's range of panini-style toasted Subs, this craveable Sub packs a perfect balance of streaky bacon and American-style cheese, topped with caramelised red onions and ketchup.

New Sauce

- **Mango Habanero** – the new fruity yet fiery Mango Habanero sauce is now available to add to any Sub, wrap or salad for that extra kick and comes as standard in Subway's popular Big Bombay Sub on the Signature Series menu – which has had a spicy upgrade to kick off the new year!

To get a taste of the new menu, Subway Rewards® members with the Subway App can get any Footlong for £4.99 for a limited time only! The exclusive offer is available until 20th February in participating restaurants. To get the offer, members just need to scan their QR code found in their Subway App when ordering. PLUS – This offer is available to use once every two weeks (up to three times). *

Rusty Warren, Senior Product Innovation Manager, at Subway® said: “We are kicking-off the new year at Subway® with so many new and exciting options on our Signature Series menu! There's something for everyone, with the Veggie Breakwich (V), Plant Picante (V/VE) Stacked Bacon & Cheese SubMelt®, Legendary Teriyaki Sub, Club Master Sub and the truly unique Tuna Tato!”

“And our tasty new offer means that Subway Rewards® members can get their hands on any Footlong for just £4.99 in participating restaurants - but only for limited time, so be quick!”

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

Facebook: www.facebook.com/SUBWAYUK

Twitter: [@SUBWAYUK](https://twitter.com/SUBWAYUK)

Instagram: [@subway_ukIreland](https://www.instagram.com/subway_ukIreland)

TikTok: [@SubwayUKIreland](https://www.tiktok.com/@SubwayUKIreland)

Youtube: [SUBWAYUKIreland](https://www.youtube.com/SUBWAYUKIreland)

-ENDS-

NOTES TO EDITORS

For information on the Subway® brand please visit: www.subway.co.uk

*£4.99 Footlong Sub offer valid between 10/01/2024 and 20/02/2024. Participation may vary. Offer is valid on all Footlong Subs but extras cost more. Offer is valid in-store only and may not be combined with other offers. Valid on one Footlong Sub only and valid once per person per Subway Rewards® account per 2 week period. 3x offers available in total. For full T&C's and participating restaurants, see www.subway.com/participatingstores

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.

Subway® is a Registered Trademark of Subway IP LLC. © 2024 Subway IP LLC

For further information: For more information about this press release please contact: subway@taylorherring.com/ 0208206 5151

<https://stage.mediaroom.com/subway-emea/Press-Releases?item=122577>