

Unleash Your Wild Side with the New Wild & Mild Menu From Subway!

SAY HELLO TO FOUR NEW MENU ITEMS, INCLUDING FURIOUS CHICKEN AND STEAK TEXICANA



- Four new menu items launch today at Subway®
- Unleash your WILD side or embrace your MILD side with the NEW Subway Mild & Wild Menu, including Signature Series Subs Furious Chicken and Steak Texicana
- Jalapeno Cheese Bread returns to the menu after a five-year hiatus
- Joining the Saver Subs Menu is new X-Spicy Nacho

Chicken Sub and Subway's first ever Ham & Cheese Toastie

- Subway Rewards® App members can also get their hands on 30% off one Footlong every week for 4 weeks from 9th September – 6th October, terms and conditions apply*

Wednesday 4th September: Subway® has unveiled its tantalising Wild & Mild menu. Designed to supercharge taste buds, the new menu features two new Signature Series Subs and the return of Jalapeno Cheese Bread, encouraging Subway fans to either unleash their wild side or embrace their mild side.

The exciting new additions have been created to satisfy even the spiciest of taste buds. New **Furious Chicken** tips the scale when you want to spice things up, bursting with heat and flavour. This Signature Series Sub is stuffed with tender Rotisserie-style chicken, crispy waffle fries, American-style cheese, crisp lettuce, cucumbers, zesty red peppers, tangy red onions, spicy jalapenos and finished off with a tantalising blend of Garlic & Herb and X-Spicy Chipotle Southwest sauces.

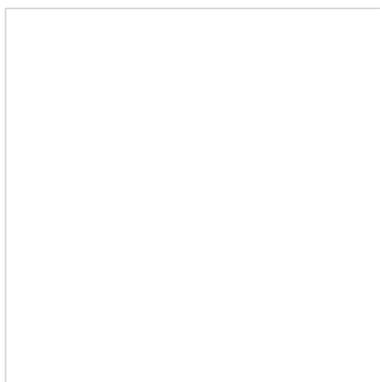
For those born to be mild, the Signature Series **Steak Texicana** will tickle your taste buds with mouthwatering Philly steak, melted peppered and American-style cheeses, crisp lettuce, juicy tomatoes, zesty red peppers, red onions and jalapenos; with a blend of Subway's famous Chipotle Southwest and BBQ sauces.

Subway fans can also venture out of their comfort zone with the return of **Jalapeno Cheese Bread**. Packing a punch, it's guaranteed to liven up all Subs on the menu.

Other exciting new editions include the **X-Spicy Nacho Chicken** from the Saver Subs menu, featuring tasty Nacho Chicken bites, melted American-style cheese, crisp lettuce, juicy tomatoes, zesty red onions and X-Spicy Chipotle Southwest Sauce – meaning you can embrace your WILD side with the great-value Saver Subs menu too.

Plus, for the first time ever, a **Ham & Cheese Toastie** joins the Saver Subs menu line up, filled with ham, melted American-style cheese and Subway's much-loved Chipotle Southwest Sauce – this great value take on the traditional staple is perfect for those on the go.

For create your own fans, Subway's new mild to wild sauce scale will also help you select a sauce you can handle – appearing now in restaurants nationwide.



All new menu options are available from Wednesday 4th September in Subway restaurants nationwide and online. All Signature Series and create your own Subs are available as either a Footlong or 6-inch Sub, wrap or salad.

Subway Rewards® members with the Subway App can get a taste of the new menu for less, with 30% off one Footlong every week for a limited time only! The exclusive offer is available from 9th September until the 6th October. To get the offer, members just need to scan their QR code found in their Subway App when ordering in restaurant or when ordering ahead to collect, terms and conditions apply*.

Deniz Safa, Director of Regional Culinary & Innovation, EMEA at Subway® said: *“We’ve added a number of new Subs to both our Signature Series range and our great-value Saver Subs menu that highlight our signature sauces – plus after a five-year hiatus, we’ve finally brought back our much-loved Jalapeno Cheese Bread!*

From our latest Wild & Mild Subs to our signature sauces, we’ve really dialed up the spice levels, so whether you want fiery hot with our x-spicy chipotle Southwest sauce, or tingly mild with our mango habanero, we’ve got something to ignite your taste buds.”

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

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NOTES TO EDITORS

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

***Terms and conditions:** Between 9th September and 6th October 2024, registered and activated Subway Rewards® members of the all-new Subway Rewards® programme can get 30% of a Footlong Sub at participating Subway® restaurants. Extras charged at full price. Only valid on Footlong Subs and SubMelts®. Offer available up to 4x per member, limited to once per week. Cannot combine with other offers.

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 and territories 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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