

Spudway™ - The New Jacket Potato Offering from Subway® - Launches Nationwide on 3rd September

Jacket Wars: 1 in 4 admit to rows over how to prepare the perfect potato

- Britain is officially a nation of spud diehards, with 23% admitting to having a heated debate with family and friends over what makes the perfect jacket potato and over half (57%) stoically believing tuna and baked beans is a sinful combination
- 94% of Brits admit to eating a Jacket Potato once a week, consuming over 8,000 potatoes in a lifetime
- Gen Z are most likely to judge spud habits, with 41% stating they're likely to judge someone based on their choice of toppings
- Following a successful trial earlier this year, **Subway® is now launching Spudway™ nationwide** – offering guests the option to turn any Sub into a Spud – fully customisable with any topping you like, including fan favourites such as Tuna Mayo, Meatball Marinara, Chicken Tikka, Cheese & Beans and more!

3rd September 2025: It's official! Britain is a nation of 'jacket fanatics', according to new research by Subway, which finds nearly a quarter (23%) of Brits have argued with family and friends over how to prepare or serve a jacket potato, with 46% stoically believing their way of preparing a jacket potato is 'the correct way'.

The new research on Brits' spud-obsession has been revealed alongside Subway®'s announcement of their **nationwide launch of Spudway™** - fluffy jacket potatoes with topping options including Cheese & Beans, Tuna Mayo, Meatball Marinara, Chicken Tikka, or quite simply whatever you fancy from their protein and salad counters – all fully customisable and finished with your choice of Subway's wide selection of signature sauces.

Following a trial in select stores earlier this year, Subway®'s new Spudway range of freshly baked, hot, fluffy, jacket potatoes will be **available in all UK & Ireland restaurants from today [Wednesday, 3rd September]**.

Our love for spuds runs deep, as 94% of Brits admit to eating a Jacket Potato once a week, with the average Brit devouring 140 jacket potatoes annually – and more than 8,000 in a lifetime. The appetite is even greater among Gen Z and Millennials, who get through an average of 3 spuds per week. In fact, a quarter (25%) of people admit they'd happily eat a jacket potato every single day if they could.

Cathy Goodwin, Interim Director of Culinary & Innovation Subway® EMEA, said: "The

nation's love of Jacket Potatoes is unparalleled. The enthusiasm we've seen on social media and the strong demand from our guests throughout the trial made it clear that Spudway™ deserved a permanent place on our menu. Made with British potatoes, Irish salted butter, a double portion of cheese, and fully customisable with any of our many toppings – from our iconic Meatball Marinara to spud staples like Cheese & Beans, Spudway™ is the perfect freshly-made, high-quality lunch choice.”

The British classic has undergone something of a renaissance in recent years, having found social media fame and new fans around the world. Among the viral videos include debates on the ideal combinations of toppings for what makes the perfect potato.

One combination that has sparked controversy is tuna mayo and beans, with over half (57%) of respondents saying the two should never share the same spud. The research also highlighted other controversial favourites, as 1 in 10 admit to enjoying just ketchup on their spud.

Brits are so passionate about their jacket potatoes that almost half (47%) believe the spud to be a British cultural icon. In fact, almost a quarter (24%) would be put off dating someone if they chose a combination of toppings they disagreed with, while a fifth (21%) have secretly judged someone based on their choice of topping or filling – most notably Gen Zers, of whom 41% say they wouldn't hesitate to pass judgement.

When it comes to eating the potato skin, 72% state that it must be crispy, and over three quarters (78%) believe it would be a cardinal sin to leave it behind.

With almost a quarter (23%) admitting the jacket potato is their go to comfort meal, it's no surprise that when it comes to toppings Brits have strong opinions. Just 12% are open to experimenting regularly as almost half of the nation would rather stick to their go-to favourites (44%).

Brits Top 10 Jacket Potato Toppings

- Cheese, 67%
- Butter, 64%
- Baked beans and cheese, 56%
- Tuna Mayo, 36%
- Bacon, 23%
- Chicken, 22%
- Chicken Tikka, 19%
- Ham, 16%
- Mayo, 15%
- Taco Beef, 15%

Terminology is also a point of contention. For 74% it's always called a “jacket potato,”

however, the research suggests a divide along regional and generational lines with those in Northern Ireland and Scotland more likely to insist on the term 'baked potato', while 18–24-year-olds are more likely to use the terms 'Spud' and 'Jacky P'.

Despite recent high temperatures, 59% of Brits say the jacket potato is a year-round comfort food – making it the perfect lunch or dinner, whatever the weather.

As Brits' obsession with spuds reaches new heights, the arrival of Spudway™ offers a delicious and comforting way to enjoy a national favourite – tailored to individual tastes.

Subway is offering guests the option to turn any Sub into a Spud – fully customisable with any toppings you like, including fan favourites such as Tuna Mayo, Chicken Tikka and Meatball Marinara. All with no judgement. Plus, the launch of the classic – Cheese & Baked Beans – with beans being a topping that 41% agree no jacket potato is complete without.

Spudway™ jacket potatoes are freshly baked in-store daily and can be enjoyed on their own, or as part of a meal deal – which includes a spud, drink, plus crisps or a cookie at a great value price.

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

Facebook: www.facebook.com/SUBWAYUK

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

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

-ENDS-

NOTES TO EDITORS

Additional stats:

- 40% enjoy mixing up their toppings from time to time
- 15% are obsessed with the dish - with almost a quarter (23%) admitting they would 'be likely' to have a jacket potato for breakfast.
- Over a third (34%) consider eating a cold jacket potato their biggest 'ick', while nearly a fifth (19%) would be disgusted if someone microwaved a spud instead of baking it in the oven
- 15% think jacket potato season officially starts September 1

For more information please contact:

subway@taylorherring.com / 0208206 5151

About Subway®Restaurants

As the global sandwich leader, Subway serves freshly made sandwiches at a great value to millions of guests around the world in nearly 37,000 restaurants every day. Subway restaurants are owned and operated by a network of thousands of dedicated Subway franchisees who are passionate about consistently delivering a high-quality, convenient guest experience and contributing positively to their local communities.

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Methodology: This online survey of 2000 UK Adults (nationally representative on the basis of age/gender/region) was commissioned by Taylor Herring on behalf of Subway and conducted by market research company OnePoll, in accordance with the Market Research Society's code of conduct. Data was collected between 19/08/2025 and 21/08/2025. All participants are double-opted in to take part in research and are paid an amount depending on the length and complexity of the survey. This survey was overseen and edited by the OnePoll research team. OnePoll are MRS Company Partners, corporate membership of ESOMAR and Members of the British Polling Council.

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