

Subway® Expands Presence in Qatar with Al Mana International Holding

New master franchise agreement will drive Subway's growth and development in Qatar over the next seven years.

DOHA (8th December 2025) – Subway® has announced a new master franchise agreement with Alamtiizat Al Alamyah Food Stuff under Al Mana International Holding, who oversees a diverse portfolio of businesses, including the existing Subway multi-unit franchisee in Qatar.

Under the agreement, Alamtiizat Al Alamyah Food Stuff will acquire the exclusive rights to manage and develop all Subway locations in Qatar, further strengthening the brand's presence in the region.

Over the past four years, Subway has accelerated its expansion across the Middle East through six new master franchise agreements, reinforcing its dedication to the region and resulting in over 800 new restaurant commitments.

With decades of experience operating a portfolio of global QSR brands, the team behind Alamtiizat Al Alamyah Food Stuff has a long history of working with Subway, previously managing the brand in Qatar through a development agreement since 2010.

“Subway has become a favourite in Qatar, driven by growing demand from guests who value freshly made, convenient, and affordable meals,” said **Tracy Gehlan, President of Europe, the Middle East and Africa at Subway**. “With proven experience operating Subway restaurants, Alamtiizat Al Alamyah Food Stuff is perfectly positioned to accelerate growth and welcome even more guests across the region.”

Alamtiizat Al Alamyah Food Stuff will continue to rollout Subway's latest restaurant design and advance the brands digital experience in both new and existing locations, focusing on operational efficiency and the guest experience.

“We're excited to advance our partnership with Subway,” said **Abdulrahman Al Mana, CEO at Alamtiizat Al Alamyah Food Stuff**. “As a globally recognised brand with a distinctive offering, Subway has been setting the standard for fresh, quality meals in Qatar and together we're committed to delivering an exceptional experience for every guest.”

In the past four years, Subway has signed more than 25 master franchise agreements globally, resulting in more than 10,000 future restaurant commitments.

The company continues to pursue ambitious international expansion and collaborates with

strong operators, such as Alamtiizat Al Alamyah Food Stuff, to drive growth and ensure a consistent, high-quality experience for guests in the region.

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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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Almana International Holding

Alamtiizat Al Alamyah Food Stuff, part of Al Mana International Holding, manages a strong portfolio of leading international F&B brands in Qatar, including Wendy's, Mooyah, Al Abdallah, Caribou Coffee, Cinnabon, Supernova, and Crème. Committed to quality and innovation, the company delivers diverse dining experiences that enrich Qatar's culinary scene and cater to a wide range of tastes.

<https://stage.mediaroom.com/subway-emea/Press-Releases?item=122619>