

# Subway® offers free Kids Meals to families as over half of parents struggling to make ends meet this October half term

## OVER HALF OF PARENTS CONCERNED ABOUT FINANCIAL PRESSURES THIS HALF TERM – WITH FOOD, CLOTHING AND GIFTS BEING CUT

New research released today from Subway® reveals half of UK parents and grandparents (55%) are facing financial hardship due to the cost-of-living crisis; with many (55%) concerned about making ends-meet this half term.

Parents and grandparents are struggling to meet the costs of vital needs like food (23%) and clothes (25%), with less essential but equally important, birthday gifts (32%) for their loved ones.

### ***Cut-backs and conscious money choices***

More than half of parents and grandparents (57%) said they would cut buying meals for kids on days-out to save on other outgoings. Other non-essential costs for the chop this half term will be days-out (44%), entertainment – such as toys/video games and consoles (35%) and non-educational books (15%).

For those that do buy food on the high street, many will seek out eateries that they feel are more affordable; with supermarkets (66%), fast-food/Quick Service Restaurants (45%) and cafes and deli's (29%) topping the list. Those choosing to spend anticipate they will pay £13 per child for food on days-out, on average.

The most important factor when deciding where to buy food on days-out was, unsurprisingly, price (50%). But parents and grandparents also seek quality food (45%), and options that appealed to their kids (33%).

*“ To help support greater food security Subway will provide all guests visiting a participating store with a child the option to receive a free Kids Pack, when they order any Footlong Sub. This is redeemable between 16th October - 5th November 2023 to guests who scan their unique Subway Rewards® code (found in the Subway App). ”*

## ***Subway supports parents***

Shockingly, nearly half of parents and grandparents (44%) struggle to provide three meals a day for kids during half term breaks.

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Kids Pack is a fun and tasty meal option that encourages youngsters to enjoy more nutritious food. Guests can choose a 4-inch Sub with a choice of filling, including ham, chicken, tuna, cheese or Veggie Delite® – with the addition of over eight healthy choices of vegetables and salads.

Subway's Kids' Pack also comes with a Robinson's Fruit Shoot or bottle of water, a Bear Pure Fruit Yoyo and even a complimentary packet of seeds to plant at home, so little ones can plant and grow their very own Salad Squad of tomatoes, sweetcorn, lettuce and onions!

**Sara Stanner BSc MSc RPHNutr FAFN (Science Director, British Nutrition Foundation) comments:** *“Good nutrition is key for healthy growth and development of children. But we know that the cost-of-living crisis is making it especially difficult for parents and carers to access the foods they need to provide a healthy diet. We need action across the food chain to help people to feed their children well and we welcome this initiative from Subway to make it easier to find healthier, affordable options for children when eating out this half term.”*

**Kirstey Elston, Marketing Director for Subway® UK and Ireland comments:** *“We want to make it easier for families to enjoy healthier and affordable meals together. So, we're really excited to be offering our first Kids Eat Free promotion this half term - helping families save money, without having to sacrifice on quality.”*

**-Ends-**

**For media inquiries, please contact: [SUBWAY\\_MSL\\_TEAM\\_GBR@mslgroup.com](mailto:SUBWAY_MSL_TEAM_GBR@mslgroup.com)**

\*Commissioned by Subway from OnePoll. Surveying 2,000 respondents, between 6th to 16th October 2023, from UK Parents and grandparents with children under 14.

### **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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