

SUBWAY LAUNCH SANDWICH PASSPORT 'SUB-WAIVER' ALLOWS TRUCKERS SANDWICHES TO TRAVEL TO EU

Subway are to provide 'Sandwich Passports' to truckers following reports of sandwiches being confiscated by border officials

The 'Sub-Waiver' will be offered to accompany purchases of the new vegan T.L.C. (Tastes Like Chicken) Sub, which is both meat and dairy free, at the Dover store

Images available for download on the following link:

<https://www.flickr.com/gp/taylorherringpr/8831n8>

18th January 2021 – Subway introduces new 'Sub-Waiver' – a 'sandwich passport' which enables UK drivers to cross the EU border without having the contents of their lunchbox confiscated by customs officials.

Under restrictions introduced at the beginning of the year, those entering the EU from the UK are banned from bringing meat and dairy products across the border. However vegan sarnies also face risk of confiscation despite being exempt.

Last week Dutch TV news aired footage of customs officers confiscating ham sandwiches from confused truck drivers arriving by ferry from the UK.

From today, those travelling from the UK to the EU will be provided with a 'Sub-Waiver' with any purchase of Subway's new vegan T.L.C. (Tastes Like Chicken) Sub at Subway's Dover store, to ensure a stress-free sandwich crossing.

Subway's new vegan T.L.C. (Tastes Like Chicken) Sub is the most recent addition to Subway's plant-based menu and made from soy-based protein and mozzarella-style slices. Packed with all the delicious flavour of the original, the T.L.C. Sub is made with a bespoke recipe designed to mimic Subway's roast chicken breast strips and tastes so much like the real thing that even meat-lovers will want to give it a try.

Customers can order via delivery services including Just Eat, Uber Eats and Deliveroo, or using Mobile Order collection via the Subway app.

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

-ENDS-

Subway® is a Registered Trademark of Subway IP LLC. ©2020 Subway IP LLC.

For more information about this press release please contact:

subway@taylorherring.com / 0208206 5151

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

Facebook: www.facebook.com/SUBWAYUK

Twitter: @SUBWAYUK

Instagram: @subway_ukIreland

About the Subway® brand:

The Subway® brand is the world's largest submarine sandwich franchise, with more than 42,500 locations in more than 113 countries.

Headquartered in Milford, Connecticut, the Subway® brand was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. That partnership marked the beginning of a remarkable journey, which has made it possible for thousands of individuals to build and succeed in their own business.

In 2017 the Subway® brand embarked on a sugar reduction programme and together with our beverages partner PepsiCo/Britvic, we have taken out 4 billion calories from our GB customer's annual consumption, per store, this means almost 2 million calories annually have been removed. This represents an overall 30% calorie consumption reduction from drinks sold in Subway® stores. In the Republic of Ireland and Northern Ireland, nearly 300 million calories have been removed from our Irish customers' consumption from Subway® stores (ROI & NI). Per store, this means almost 1 million calories annually have been removed. This represents an overall 15% calorie consumption reduction from drinks sold in Subway® stores (due to different product mix). We are constantly looking at ways that can reformulate our menu to offer customer a choice of foods that are the best they nutritionally can be at an affordable price.

Additional assets available online: [Photos](#)
[\(1\)](#)

<https://emea.newsroom.subway.com/2021-01-18-SUBWAY-LAUNCH-SANDWICH-PASSPORT-SUB-WAIVER-ALLOWS-TRUCKERS-SANDWICHES-TO-TRAVEL-TO-EU>

