

Subway®'s 'Helping Hand'™ smart-tech set to revolutionise lunchtime

**Subway® unveils gadget to hold Footlong Sub fillings in place
'Helping Hand'™ device allows customers to eat giant Subs with one hand while scrolling phone with the other**

Image download link: <https://www.flickr.com/gp/taylorherringpr/hGHqC7>

Thursday 1st April 2021, LONDON: Today, Subway announces the launch of their new 'Helping Hand'™ gadget – allowing users to scroll, swipe and like online without spilling the contents of their Footlong Sub.

Subway's best-selling sandwich format, the Footlong, comes packed with a choice of delicious fillings and toppings. However, the giant sandwich occupies both hands – leaving customers unable to catch up on social media or messages during their lunch hour.

The new smart-tech gadget, which provides a 'third hand' solution, is attached via an ergonomic wrist-strap. The device firmly clamps a Footlong Sub, holding its contents in place so customers can switch between smartphone apps without having to put down their lunch.

Multi-taskers can now enjoy their favourite Footlong Sub without risk of a Southwest Sauce spillage or a tomato tumble, with the gadget being trialled nationwide from 1st April for customers who pick-up their Footlong Subs orders in-store.

A Subway spokesperson said "Our smart-tech is going to revolutionise lunchtime. It's a gamechanger for customers who don't want to lose out in their midday break. For anyone that finds the idea a bit weird, we're still happy to just cut their Subs in half."

Subway's fan favourite Footlongs include the **Meatball Marinara, Italian B.M.T.®, Mega Meat®, Chicken Tikka, Tuna, Steak & Cheese, Chicken & Bacon, Chicken Teriyaki** – as well as the Meatless Meatball Marinara and **T.L.C. (Tastes Like Chicken)** on their plant-based menu.

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](#)
[\(2\)](#)

<https://emea.newsroom.subway.com/2021-04-01-Subway-R-s-Helping-Hand-TM-smart-tech-set-to-revolutionise-lunchtime>