

# Euros viewing habits revealed: Brits prefer to watch footie matches in the comfort of their own home in 2021

**70% of Brits would prefer to watch matches in the comfort of their own home, or a friends', rather than at the pub (20%) or a live in a stadium (5%)**

**A third of us are planning to host or attend football viewing parties during the return of sport this summer**

**To save fans from halftime hunger, Subway announces new 'Match Day Bundles' – including new Nacho Chicken Bites, Nacho Chicken Sub and Potato Crispers**

**Presenting legend Chris Kamara also reveals Subway's ultimate garden stadium pop-up for Woking family to enjoy games, after they lost Euros tickets**

Download link to images: <https://www.flickr.com/photos/taylorherringpr/albums/72157719376670421/with/51232460164/>

**Thursday 10th June 2021:** Ahead of the first Euros 2020 game this Friday (11th June), new research has found that 70% of Brits would prefer to watch matches in the comfort of their own home, or a friends, rather than at the pub (20%) or live in a stadium (5%).

Research commissioned by Subway to coincide with the launch of their new 'Match Day Bundles' asked 2,000 Brits about their football viewing plans – revealing 60% of the nation will be tuning into the football this summer.

However, half (46%) of Brits will choose not to watch the football in a pub as they say they're too crowded to enjoy the game, with a further 31% avoiding their local as they fear missing the action if they can't see the screen.

A pragmatic third of us are planning to host or attend football parties at home during the return of sport this summer. As a result, 31% of the nation say they will be ordering in food to avoid the hassle of cooking (23%), missing any of the football action (31%) or losing out on the chance to socialise (29%).

Ahead of England's first clash against Croatia this Sunday (13 June), Subway unveiled a

once in a lifetime football stadium experience, with the help of football legend Chris Kamara, for England fans in Woking.

With tens of thousands of Euro 2020 tickets cancelled by host stadiums this summer due to the pandemic, despondent diehards across the UK are looking to recreate an authentic pitch-side experience at home.

The football-fanatic Feehely family from Woking patiently awaited the Euros after its year-long delay, only to be left distraught when their 2020 tickets were cancelled due to reduced stadium capacity. Thinking on their feet, father Alex (56) and mother Maxine (55), shared the news of their ticket cancellations with sandwich giant Subway, via a social media competition, who rolled to the rescue of the avid footie fans.

**MaysElansari, Head of Marketing UK & Ireland at Subway**, said: “Thousands of football fans are missing out on a real stadium experience this summer, so today we’ve surprised one lucky family by delivering the next best thing! Subway’s ultimate garden stadium not only replicates the electric atmosphere of a true match experience, but also gives the family a chance to enjoy our craveable meals and tasty new sides.”

#### **Bundles available via Deliveroo, Uber Eats and Just Eat:**

**Bundle for 2 (Small):** 2 x 6-inch Subs, Sharer Nachos, 3 Cookies & 1.5\* Bottle of Pepsi from **£15.59**

**Bundle for 2 (Large):** 2 x Footlong Subs, Sharer Nacho, 3 Cookies & 1.5L\* Bottle of Pepsi from **£19.79**

**Bundle for 4:** 2 x 6-inch Subs & 2 x Footlongs, sharer Nachos and choice of two of 9 Chicken Bites, Large Potato Crisps or 6 Cookies & 1.5L\* Pepsi from **£31.19- Available on Just Eat from 2nd June and Uber Eats from 16th June**

\*1.5L in GB. 2L in NI+ROI.

Customers can order in-store or via delivery services including Just Eat, Uber Eats and Deliveroo.

To find your nearest Subway® store, visit [www.subway.com/en-GB](http://www.subway.com/en-GB)

\*Subway stores are franchise owned and therefore prices may vary.

\*\*No additional discounts/coupons. Other fees & limitations may apply. Participating stores: [www.subway.com/participatingstores](http://www.subway.com/participatingstores).

-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](http://www.subway.co.uk)

Facebook: [www.facebook.com/SUBWAYUK](https://www.facebook.com/SUBWAYUK)

Twitter: @SUBWAYUK

Instagram: @subway\_ukIreland

## Notes To Editors

Survey commissioned by Subway via 3Gem of 2,000 British adults in June 2021.

### 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.

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

---

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

<https://emea.newsroom.subway.com/2021-06-10-Euros-viewing-habits-revealed-Brits-prefer-to-watch-footie-matches-in-the-comfort-of-their-own-home-in-2021>

