

# WHAT TO HAVE FOR LUNCH IS THE FIRST THING 68 PERCENT OF BRITS THINK ABOUT AS SOON AS THEY WAKE UP, ACCORDING TO A NEW STUDY

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- Study commissioned to celebrate 25 years of Subway® in the UK and their iconic Footlong Subs

**Thursday 9th September 2021:** New research released today has revealed hungry Brits spend two hours a day thinking and talking about what to eat and when to eat it – that's the equivalent of THIRTY days of every year.

In fact, lunch emerged as the meal we think about most, with 68 percent admitting they are already planning what to eat that day, the moment they wake up.

And a whopping 70 percent of those polled by Subway® UK said they regularly get 'hangry' during the day, which can result in them losing concentration and getting irritable at work.

The study, commissioned by Subway® UK to celebrate 25 years in the UK and its iconic Footlong Sub, discovered that 11am is the moment when the average Brit hits the "hangry" wall with almost three quarters of the 1,500 adults surveyed said they need to have 'pre-lunch' because they simply can't wait until midday to eat.

**MaysElansari,Headof Marketing UK & IrelandatSubwaycommented** “Our new research shows that we’re clearly a nation of dedicated lunch lovers from those who plan what they’ll eat in the day the moment they wake up, to those who can’t concentrate unless they’ve satisfied their food craving!

“As the UK’s largest sandwich shop, Subway’s iconic Footlongs have proven to be a firm lunchtime favourite over the last 25 years. We want to continue to empower our guests to make better choices by offering healthier, craveable and tasty meal-time options than ever before. Our fully customisable Footlongs, Wraps and Salads are the go-to lunchtime meal for all hungry Brit looking for delicious and a good quality value meal.”

According to the research, the typical Brit is ravenous as many as four times a day and sends seven texts or pictures to their friends each week, either discussing new restaurants, recipe ideas or pictures of their culinary masterpieces.

On top of that an additional six phone calls are had which are purely dedicated to ‘what do you fancy to eat?’ conversations.

Seven in ten (70 percent) adults said that talking about food and ingredients to their friends and family is one of their favourite things to do.

The study also found that more than three quarters (77 percent) of adults agreed that fresh produce was a must for the perfect meal and three in ten hungry Brits always order a Footlong Sub when visiting Subway.

Both Chicken and Bacon and Steak and Cheese came out on top (21 percent each) as the nation’s favourite Sub, followed by Chicken Tikka (19 percent).

On average, Subway®UK serves 37,335 Italian B.M.T.® Subs to hungry guests every day and at least one Italian B.M.T.®, Chicken Tikka or Meatball Marinara Sub has been eaten every second of the year so far. \*

Guests can order in-store, use Mobile Order collection via the Subway® app or order via delivery services including Just Eat, Uber Eats and Deliveroo.

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

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Notes to Editors

\*Sales data provided by Subway®UK, figures are calculated from January 2021 up until w/e 31st August 2021

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

Twitter: @SUBWAYUK

Instagram: @subway\_ukIreland

TikTok: @SubwayUKIreland

Youtube: SUBWAYUKIreland

### **About the Subway® brand:**

As the world's largest quick service restaurant chain, Subway serves freshly made-to-order sandwiches, wraps, salads and bowls to millions of guests, across more than 100 countries in nearly 40,000 restaurants every day. Every restaurant is owned and operated by Subway franchisees – a network of more than 20,000 dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

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<https://emea.newsroom.subway.com/2021-09-09-WHAT-TO-HAVE-FOR-LUNCH-IS-THE-FIRST-THING-68-PERCENT-OF-BRITS-THINK-ABOUT-AS-SOON-AS-THEY-WAKE-UP,-ACCORDING-TO-A-NEW-STUDY>