

# **SUBWAY® CELEBRATES BIG THIS FESTIVE SEASON WITH APP-VENT CALENDAR FILLED WITH DELICIOUS DEALS**

**Subway® celebrate the festive season with App-Vent, a digital advent calendar packed with 12 Treats of December**

**The largest sandwich franchise is celebrating the return of the 'Tiger Pig' Sub by challenging friends to get together to take on the #TigerPigDance Challenge on TikTok and in locations around the UK**

**Subway®'s Festive Menu is available for delivery and in-stores until 28th December, whilst stocks last.**

**24th November 2021:** This December Subway® are launching "App-Vent", a digital advent calendar packed with 12 Treats of December including cookies to share, free Subs, and Subway® giveaways exclusively via the Subway® App.

Subway®'s App-Vent runs from 1st – 28th December with a range of delicious treats, offers and exclusive merch. To join in the festive fun, and ensure you don't miss out, simply download the Subway® App, **register** and **activate** your Subway Rewards® account and check your offers page throughout December to discover your exclusive festive surprises!

And, as if that wasn't enough, if you're not already a member, new sign ups can also receive 250 points to redeem for a free side\* when registering their Subway Rewards® account using the promotional code **APPVENT**.

Earlier this month Subway® unveiled its Festive menu for 2021 – which includes the return of the tastiest Christmas sandwich on the high street - the 'Tiger Pig' Sub. A giant Pig In Blanket on crunchy Tiger Bread, the 'Tiger Pig' Sub was a roaring success when it launched last year and, with this year's improved recipe having even more delicious maple syrup and bacon in the sausage, as well as a drizzle of Heinz Tomato Ketchup, it's enjoying a ferocious return!

To celebrate the return of the 'Tiger Pig' Sub, and a festive season like no other, Subway® are challenging you and your friends to get together to take on the #TigerPigDance Challenge.

Choreographed by Diversity's Nathan Ramsay and Warren Russell the #TigerPigDance Challenge is a new take on the classic and much-loved Dance Dance Revolution arcade game. Challenge your friends and take on the character of the Tiger or the Pig by following the exclusive and fun dance routine.

The #TigerPigDance Challenge and game will be in various cities across the UK throughout December, so why not head over and show off your moves:

Friday 26th – Sunday 28th November – Lakeside Shopping Centre, Essex

Saturday 4th and Sunday 5th December – Liverpool ONE, Liverpool

Saturday 11th and Sunday 12th December – St Davids, Cardiff

Saturday 18th and Sunday 19th December – St Enoch, Glasgow

Or check out the #TigerPigDanceChallenge on [TikTok](#) for a chance to win a pair of exclusive Subway® Tiger Pig socks\*\* T&C's apply.

Subway's® Festive Menu is available for delivery or in-store now while stocks last and Subway Rewards® guests can join in the App-Vent celebrations via the Subway® App until 28th December.

Guests can 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)

ENDS

#### **Terms & Conditions:**

\*New members only. Subway® App download and Subway Rewards® account registration with promo code required. 250 points received upon account activation. 200 points can be redeemed for a side in a participating store.

\*\* No purchase necessary. Enter between 18.11.21 to 10.12.21. Open to UK or ROI residents 18+. Max 1x prize per person, 100x prizes total. For official rules, additional eligibility restrictions, prize descriptions/odds/restrictions/ARVs visit [subway.com/participatingstores](http://subway.com/participatingstores). Promoter: Subway Franchisee Advertising Fund Trust.

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### **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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#### Photos

Additional assets available online:

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<https://emea.newsroom.subway.com/2021-11-24-SUBWAY-R-CELEBRATES-BIG-THIS-FESTIVE-SEASON-WITH-APP-VENT-CALENDAR-FILLED-WITH-DELICIOUS-DEALS-UK>