

# **SUBWAY® LAUNCHES NEW P.I.B. (PLANTS.IN.BLANKET.) SUB JUST IN TIME FOR THE FESTIVE SEASON**

## **NEW P.I.B. IS AVAILABLE FROM 1st DECEMBER IN SELECTED STORES**

**Subway® launches brand new P.I.B. (Plants.In Blanket.) Sub, available as a 6-inch Sub, Footlong, Salad or Wrap – which is ‘meaty’ in taste but 100% ‘meatless’ in ingredients**

**The P.I.B. Sub will be available from Wednesday 1st December in selected stores across the West Midlands, including Birmingham, Coventry and Wolverhampton**

**For a limited time, the P.I.B. will join Subway®’s existing Plant-Based menu, including the Meatless Meatball Marinara, T.L.C.® (Tastes.Like.Chicken.) and Plant Patty**

Images available here: <https://www.flickr.com/photos/taylorherringpr/albums/72157720106041846/with/51651714006/>

2nd December 2021: Subway® has unveiled their new limited-time only addition to its Plant-Based menu for the festive season – the **P.I.B. (Plants.In.Blanket.) Sub**.

Following the success of the 2020 launch of the Tiger Pig Sub (a 6” Pig In Blanket served on crunchy Tiger Bread), this year it’s not only back for 2021 but has also inspired Subway® to delight their vegan and flexitarian guests with a Plant-Based version of this traditional favourite.

Subway® have spent months developing the fully plant-based P.I.B. Sub, which is packed with delicious flavour, just like the Tiger Pig. With smoky ‘bacon-like’ notes and a sweet maple syrup glaze, served with Heinz Tomato Ketchup, it’s the perfect festive treat and will leave everyone wanting more. The P.I.B. is fully customisable and is available as a 6-inch Sub, Footlong, Salad or Wrap for even more choice. Why not also add the Vegan Double Choc Cookie to the mix as an extra plant-based sweet treat?

The P.I.B. Sub will be available exclusively in-store for a limited time across the West Midlands, including **Birmingham, Coventry and Wolverhampton**, from 1st December whilst stock lasts.

The P.I.B. joins Subway®'s already popular Plant-Based menu including the Meatless Meatball Marinara, T.L.C.® (Tastes.Like. Chicken.), Plant Patty, Vegan CheeZe Toasted Bite, Potato Crispers, Hash Browns, Vegan Double Choc Cookie and a range of sauces including plant-based garlic aioli.

Subway®'s full Festive menu is available in-store and for delivery until 28th December whilst stocks last.

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**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

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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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Additional assets available online: [Photos](#)  
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<https://emea.newsroom.subway.com/2021-12-02-SUBWAY-R-LAUNCHES-NEW-P-I-B-PLANTS-IN-BLANKET-SUB-JUST-IN-TIME-FOR-THE-FESTIVE-SEASON>