

# **SUBWAY® LAUNCHES NEW VEGAN T.L.C. (TASTES LIKE CHICKEN) SUB AND DOUBLE CHOC COOKIE**

**NEW PLANT-BASED ITEMS WILL HIT STORES ON 30th DEC AHEAD OF VEGANUARY 2021**

**Subway® launch brand-new vegan T.L.C. (Tastes Like Chicken) Sub, available in both 6-inch and Footlong – which is ‘chicken-y’ in taste and ‘chicken-less’ in contents**

**New Vegan Double Choc Cookie is also unveiled to add to the plant-based menu**

**New menu items will be available in-store and for delivery from Wednesday 30th December**

**The Veganuary-inspired items join Subway’s existing plant-based menu, including the Meatless Meatball Marinara Sub and Plant Based Patty**

Images of Subway’s new menu items available here:

<https://www.flickr.com/gp/taylorherringpr/K9072B>

**29 December, London:** Subway has today unveiled the new additions to its plant-based menu for 2021 – the vegan **T.L.C. (Tastes Like Chicken) Sub** and **Vegan Double Choc Cookie**.

The plant-based T.L.C. Sub is packed with all the delicious flavour of the original, made with a bespoke recipe designed to mimic Subway’s roast chicken breast strips, and available with slices of Violife™ vegan cheese. The T.L.C. is fully customisable and is available as a 6-inch or Footlong Sub, a salad or a wrap for even more choice.

The T.L.C. Sub is made from soy-based protein for the plant-lovers and flexitarians to enjoy and is the result of over 10 years of development – but tastes so much like the real thing that even meat-lovers should give it a try.

For the Subway cookie lovers out there, Subway will be expanding its existing cookie range to include a vegan offering for the first time. The delicious **Vegan Double Choc Cookie** will newly join the hallowed cookie menu, designed to replicate the flavour of Subway’s original Double Chocolate Cookie, and can be ordered as a single cookie, as part of a pack of 3 or

the 12 cookie sharing box.

Vegans and non-vegans alike will now have an even wider choice at Subway. The two new tasty vegan items will be added to Subway's plant-based menu alongside the popular **Meatless Meatball Marinara** - which launched in January this year and won PETAs 2020 award for Best Vegan Sandwich - the **Plant-Based Patty, Vegan Toasted Bite** and crispy **Hash Browns**.

**Angelina Gosal, Head of Marketing UK & Ireland at Subway** said: 'Our new plant-based T.L.C. Sub will delight both our vegan and non-vegan fans - we've created a product that tastes so much like our flavour-full chicken breast strips, guests will be surprised it's not the real thing. With our new additions, we now have one of the biggest and tastiest plant-based menus on the high street, to offer you even more choice.'

**Customers 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)

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](mailto: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](http://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/2021-12-29-SUBWAY-R-LAUNCHES-NEW-VEGAN-T-L-C-TASTES-LIKE-CHICKEN-SUB-AND-DOUBLE-CHOC-COOKIE>