

NOT SURE IF PLANT-BASED IS TO YOUR TASTE? SUBWAY® OFFER 'THE BIG TASTE PROMISE' GUARANTEE ON PLANT-BASED SUBS – OR ANY FREE SUB, SALAD OR WRAP IN RETURN

Subway® is so confident their plant-based options taste delicious, they are offering a free Sub, salad or wrap of your choice in select stores if you don't agree*

Subway® will give a free Sub, Wrap or Salad to guests who try a plant-based version from their menu if they're not convinced it tastes delicious, as part of their 'The Big Taste Promise' this Veganuary*

'The Big Taste Promise' will run in select Subway stores across the UK on Wednesday 12th January

Subway recently announced a new plant-based menu option for Veganuary, T.L.C.® Tikka (Tastes.Like.Chicken.) and are trialling the steak-inspired T.L.S.™ (Tastes. Like. Steak.) in select stores – both available as a 6-inch and Footlong Sub, as well as a Salad or a Wrap

High-street favourite Subway® are tomorrow launching 'The Big Taste Promise' on its plant-based Subs in selected stores across the UK and Ireland, with guests able to claim back a free Sub* of their choice if they are not satisfied their plant-based order is as delicious as the meaty alternative.

Subway is so confident in the tastiness of their plant-based menu that they are running the special Veganuary offer on the 12th January to encourage more people to try their non-meat options*.

Select Subway® stores around the UK and Ireland are hosting the 'The Big Taste Promise' for one day only – so it's a great chance to try one of Subway's plant-based options!

Subway recently launched new plant-based items for Veganuary – the new **T.L.C.® Tikka**

(Tastes.Like.Chicken.), which is available in select stores across the UK and Ireland , and are trialling the new **T.L.S.™ (Tastes. Like. Steak.)** across some stores instead – with both options available as a 6-inch and Footlong Sub as well as a Salad or a Wrap until the 15th February.

The T.L.C.® Tikka and T.L.S.™ are both made from soy-based protein and a unique recipe that both plant-lovers and flexitarians will really enjoy. The T.L.C.® Tikka is also approved by the Vegan Society.

Subway has one of the widest ranges of plant-based options of any high-street restaurant chain in the UK and Ireland. The new T.L.C.® Tikka will join year-round and much-loved menu items including the popular **Meatless Meatball Marinara** - which won PETA's 2020 award for Best Vegan Sandwich - the **Plant Patty** created by The Vegetarian Butcher - **Veggie Delite®**, **Vegan Double Choc Cookie** – which won PETA's 2021 Vegan Food Award for Best Cookie - **Crinkle Wedges, Bowl of Meatless Meatballs and Hash Browns**.

Mays Elansari, Head of Marketing UK & Ireland at Subway® said: “We want to encourage our existing and new guests to discover our plant-based Subs and we’re so confident in the taste of our plant-based menu range that we decided to guarantee it! Visit one of our stores taking part in the offer on Wednesday 12th January and taste one of our plant-based Subs for yourself – and if you’re not 100% satisfied with the delicious taste, we’ll give you a free Sub of your choice in return.”

A list of stores taking part in Subway’s ‘The Big Taste Promise’ and T&C’s can be found by visiting the following link: www.subway.com/participatingstores

To find your nearest open Subway store, visit www.subway.com/en-GB

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*On 12 January 2022 only, customers who purchase any Subway® plant-based Sub, Wrap or Salad at participating stores will be issued a The Big Taste Promise Sticker. Customers have until store close on 26 January 2022 to exchange their The Big Taste Promise Sticker for an alternative like-for-like Sub, Wrap or Salad of their choosing, excluding any plant-based Sub, Wrap or Salad. Extras not included. The Big Taste Promise Sticker is required and must be exchanged for alternative like-for-like Sub, Wrap or Salad. Limited participation, see subway.com/participatingstores. Subway® plant-based Sub, Wrap or Salad includes T.L.C.® Tikka (Tastes.Like.Chicken.), T.L.S.™ (Tastes.Like.Steak.), Meatless Meatball Marinara, Plant Patty, Veggie Delight®.

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For information on the Subway® brand please visit: www.subway.co.uk

Facebook: www.facebook.com/SUBWAYUK

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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](#)
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<https://emea.newsroom.subway.com/2022-01-12-NOT-SURE-IF-PLANT-BASED-IS-TO-YOUR-TASTE-SUBWAY-R-OFFER-THE-BIG-TASTE-PROMISE-GUARANTEE-ON-PLANT-BASED-SUBS-OR-ANY-FREE-SUB,-SALAD-OR-WRAP-IN-RETURN>