

# NEW YEAR, NEW SUBS! SUBWAY® ADDS TWO NEW TERIYAKI STEAK SUBS AND A TASTY SIDE TO ITS MENU

**NEW PLANT-BASED TERIYAKI SUB LAUNCHES IN TIME FOR VEGANUARY AND IS AVAILABLE FROM 4TH JAN**

**Subway® is launching two delicious Subs this January - Teriyaki Steak and Plant-Based Teriyaki Steak**

**Subway has partnered with The Vegetarian Butcher to supply its plant-based 'meat' options from 2023 - meaning vegans, vegetarians and flexitarians don't have to sacrifice taste or texture to enjoy the new Teriyaki Sub**

**Tasty Cheesy Garlic Bites packed with mozzarella and Emmental cheese are a new snack**

Image: Subway's new Plant-based Teriyaki Steak Footlong Sub

**Further Images available to download here:**

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**5th January 2023:** Subway® has announced three new additions to its menu - **Teriyaki Steak** and **Plant-based Teriyaki Steak** and a new snack, **Cheesy Garlic Bites**.

Subway's new **Teriyaki Steak** features improved steak, packed with vibrant Asian-inspired flavours, as it's topped with a taste-tastic teriyaki sauce. The new Sub is fully customisable with cheese and veggies of your choice, and available as a 6-inch or Footlong Sub, wrap or salad.

There's also a delicious vegan-friendly option, the **Plant-based Teriyaki Steak**, packed full of plant-based steak (which has been created in partnership with The Vegetarian Butcher), served with a flavourful teriyaki sauce, Vegan CheeZe and veggies of your choice.

The tasty new garlic and herb coated **Cheesy Garlic Bites** are packed with mozzarella and Emmental cheese, and served with a sauce of your choice - Subway's top pick is sweet

chilli!

Subway has partnered with The Vegetarian Butcher to provide its plant-based 'meat' options from January 2023. The Vegetarian Butcher is one of the world's leading plant-based meat brands, created by meat lovers, for meat lovers, and they produce high-quality products, meaning you don't need to sacrifice taste or texture to enjoy plant-based food.

Subway has a wide selection of plant-based options, including the new Plant-based Teriyaki Steak, Plant Patty, Veggie Delite (when ordered with Vegan CheeZe), Crinkle Wedges and the famous Vegan Double Choc Cookie.

**Angelina Gosal, Head of Marketing UK & Ireland at Subway** said: "What a way to start the New Year! Both of our delicious new Subs offer a more vibrant and flavourful lunch with a mouth-watering Teriyaki sauce, melted cheese and all our guest's favourite salad and veggies.

Our Plant-based Teriyaki Steak has been created in collaboration with The Vegetarian Butcher, one of the world's leading plant-based meat brands, so our guests don't have to compromise on taste or texture to enjoy a meat-free lunch."

**Hugo Verkuil, CEO at The Vegetarian Butcher, adds:** "At The Vegetarian Butcher, we create products that make it easy to sacrifice nothing; not taste, texture, the environment or nutrition. We are very excited about the cooperation with Subway® and the Plant-based Teriyaki Steak Sub. The juicy, beefy steak-style slices are the perfect way to show how plant-based and indulgence can go hand in hand."

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

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## NOTES TO EDITORS

For more information about this press release, please contact: [subway@teneo.com](mailto:subway@teneo.com).

For information on the Subway® brand, please visit: [www.subway.ie](http://www.subway.ie).

## About Subway® Restaurants

As one of the world's largest quick service restaurant brands, Subway serves freshly made-to-order sandwiches, wraps, salads, and bowls to millions of guests, across more than 100 countries in more than 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network that includes 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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## **About The Vegetarian Butcher**

With a broad range of nostalgic favourites for meat lovers who don't want to miss out, The Vegetarian Butcher's aim is to become the biggest, most impactful butcher in the world. With plant-based proteins which compete with animal meat in respect of taste, texture and nutritional value, products of The Vegetarian Butcher are available at over 30,000 points of sale in more than 55 countries. The brand was founded in 2010, growing 70% in 2020 alone and has been heralded by industry figures, including a jury of butchers, culinary journalists and Michelin-star chefs. In March 2022, The Vegetarian Butcher was ranked #1 in the Dutch Sustainable Brand Index™, Europe's largest brand study on sustainability.

More information on The Vegetarian Butcher can be found on [www.TheVegetarianButcher.co.uk](http://www.TheVegetarianButcher.co.uk).

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