

Subway® Delivers Integrated Digital Experience in Key European Markets

Rollout of kiosks, app and new loyalty program pave the way for future growth

LONDON (May 21, 2024) – Subway®, one of the world's largest restaurant brands, is rolling out the next phase of its digital experience across the UK, Finland and Germany to deliver added convenience for guests, create more efficiencies for franchisees and their team members, and help drive traffic and sales.

Interactive self-serve kiosks have been introduced in many restaurants across the three markets, with plans to add hundreds more throughout the region by the end of the year. The kiosks – powered by [Vita Mojo's](#) end-to-end digital order management technology – are connected to kitchen display systems and order-ready screens to help improve order speed, quality and accuracy. Many of the digitally connected restaurants also feature modern digital menu boards, which highlight special menu items and the latest promotions and offers, while adding an element of energy to the environment.

In addition, Subway is rolling out a new app with mobile ordering, and is relaunching its loyalty program, Subway Rewards®. Members of the refreshed Subway Rewards program will earn points on every purchase and can easily convert their points to Subway Cash® to be used on any of their favorite menu items, with no minimum spend – a unique offering within the QSR industry for the region. The experience on the kiosks mirror Subway's app and leverages the all-new Subway Rewards, providing guests an easy way to explore the menu and ensuring a consistent experience across platforms. The app and refreshed Subway Rewards program are live in the UK, Finland and Germany.

“Europe is leading Subway's global digital evolution by providing guests with an elevated in-restaurant and online experience and more ways for them to order their favorite subs,” said Carrie Walsh, President of Subway EMEA. “Early guest feedback on the kiosks, app and loyalty program has been extremely positive and franchisees across the market are eager to bring the new digital enhancements to their restaurants.”

Restaurants that piloted the integrated digital experience saw an increase in sales and streamlined operations. In addition, a majority of guests reported that self-serve kiosks made their ordering process faster and easier and that the new Subway Rewards program provided added flexibility and convenience.

“Digital integration and growth continue to be a key focus of Subway’s transformation journey, and, over the past few years, the brand has made impressive strides,” said Dan Holm, VP, Global Digital, Payments & Off-Premises at Subway. “As we think about Subway’s future, we’re doubling down on our global digital commitment to streamline and simplify the guest experience from start to finish and improve operational efficiencies for our franchisees.”

The integrated digital advancements are one component of Subway’s evolved and more modern restaurant image, which is focused on delivering a consistent, high-quality guest experience. In 2024, the brand will continue to roll out the integrated digital experience in select restaurants and markets across Europe as well as begin to pilot the enhanced digital initiatives in other markets around the world.

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 nearly 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network that includes thousands of dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

For more Subway News, visit: [Newsroom \(subway.com\)](https://newsroom.subway.com)

Subway® is a Registered Trademark of Subway IP LLC. © 2024 Subway IP LLC

<https://emea.newsroom.subway.com/Press-Releases?item=122591>