

Subway Trials Jacket Potatoes in Over 170 UK Stores

SPUDWAY™ - the new jacket potato offering from Subway - is available in select restaurants from 19th February

- Subway® announces the trial of Spudway™ – fluffy jacket potatoes with topping options including Cheese & Beans, Tuna Mayonnaise, Taco Beef, Chicken Tikka and Rotisserie Style Chicken & Bacon, and more!
- All spuds are fully customisable with the huge variety of ingredients available in restaurants
- Spudway™ jacket potatoes, also available as Meal Deals, will be available in over 170 UK restaurants from 19th February until 15th April, or while stocks last

19th February 2025: Subway® is trialling a new range of freshly made, hot, fluffy, jacket potatoes in select restaurants across the UK from today.

Over the past few years, the jacket potato, a warm and comforting classic, has undergone a renaissance and recently found fame on social media, with videos flooding feeds and racking up millions of views. Among the viral videos include debates on the perfect combinations of toppings.

Now, Subway is launching Spudway™ in select restaurants nationwide. Options include British staples like **Cheese & Heinz Beans** and **Tuna Mayonnaise**, alongside Subway fan-favourites such as **Chicken Tikka**, **Rotisserie Style Chicken & Bacon** and new **Taco Beef** – with minced beef cooked in Mexican taco spices with onions, red peppers, sweetcorn and black beans.

However, any Sub can be turned into a spud, so guests can use their favourite Sub filling to create their own Spudway™, using the wide variety of ingredients available in-store – think Meatball Marinara spud!

Spudway™ jacket potatoes are freshly made in-store daily and can be enjoyed on their own, or as part of a meal deal – which includes a spud, drink, plus crisps or cookie at a great value price.

The jacket potatoes are available in over 170 Subway® restaurants from Tuesday 19th February until 15th April, or while stocks last, with potential for a nationwide rollout later this year.

Deniz Safa, Director of Innovation & Culinary at Subway® EMEA, said: *“We’re always*

looking to bring our fans delicious and customisable options that suit every taste and every budget. Made with British potatoes, salted butter and a double portion of cheese, plus any of our many toppings, Spudway™ is the perfect freshly-made, high-quality lunch choice.

With jacket potatoes surging in popularity – thanks to their comforting, filling nature and great value – now is the ideal time for Subway® to trial this exciting addition to our menu. Given the recent buzz on social media and growing consumer demand, we're eager to see how Spudway™ is received, and if our guests love it, this could be just the beginning!"

Participating restaurants can be found at www.subway.com/en-gb/campaigns

TikTok: [@SubwayUKIreland](https://www.tiktok.com/@SubwayUKIreland)

Facebook: www.facebook.com/SUBWAYUK

Instagram: [@subway_ukIreland](https://www.instagram.com/subway_ukIreland)

Youtube: [SUBWAYUKIreland](https://www.youtube.com/SUBWAYUKIreland)

About Subway® Restaurants

As the global sandwich leader, Subway serves freshly made sandwiches at a great value to millions of guests around the world in nearly 37,000 restaurants every day. Subway restaurants are owned and operated by a network of thousands of dedicated Subway franchisees who are passionate about consistently delivering a high-quality, convenient guest experience and contributing positively to their local communities.

Subway® is a globally registered trademark of Subway IP LLC or one of its affiliates. © 2025 Subway.

<https://emea.newsroom.subway.com/Press-Releases?item=122605>