

Hot Potato! Subway Extends Spudway®, Trial Due to High Demand

Jacket Potatoes Sales— Subway's latest menu innovation — exceed expectations in UK test locations

LONDON (28th May 2025): Subway®, one of the world's largest quick service restaurant brands, is extending the Spudway trial, its new range of hot, fluffy jacket potatoes, thanks to an exceptional guest response. The trial will now run until September 2025.

Since its launch in February 2025, Spudway has outperformed expectations, increasing both same-store sales and guest traffic across its 170 UK trial locations. Among the most popular Spudway toppings are the British classic, Cheese and Baked Beans, as well as fan-favourites, like Tuna Mayo and Cheese, and Taco Beef and Cheese.

*"At Subway, we're constantly looking for new ways to evolve our menu and provide our guests with delicious options they can feel good about," said **Cathy Goodwin, Interim Director of Innovation & Culinary at Subway® EMEA.** "By putting our own spin on this beloved British comfort staple, Spudway has proven to be a huge success with both guests and franchisees, and shows we're delivering when it comes to providing freshly prepared, convenient and affordable meals that guests love."*

Subway Franchisees have echoed this sentiment, benefiting from the fresh menu innovation that delights guests and helps boost traffic.

Matt King, Subway Multi-Unit Franchisee, Lincoln, UK, added: *"Our guests' response has been incredible. Spudway has brought new guests through our doors and our regulars love having another high-quality delicious option to choose from. The combination of classic jacket potato toppings with our signature Subway ingredients has been a real hit."*

Spudway is the latest in a series of initiatives designed to enhance the overall guest experience, drive more traffic to restaurants and help increase profitability for franchisees.

In addition to its ongoing menu innovation, Subway continues to enhance the guest experience by strategically opening new restaurants, modernising its image with the roll out of its new [Fresh Forward 2.0](#) restaurant design, and advancing its [digital journey](#) through the implementation of self-serve kiosks and the Subway® App.

To find your nearest participating restaurant, visit www.subway.com/en-gb/campaigns.

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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.

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