

Subway® Launches Gift Cards in the UK

Just in time for the festive season, physical and digital gift cards offer guests more ways to enjoy Subway with added convenience and flexibility

LONDON, 23rd October 2025: Subway® today introduced digital and physical gift cards in the UK*, marking another major milestone as part of the brand's digital guest experience. This new offering reinforces Subway's commitment to delivering greater convenience, flexibility, and new ways for guests to engage with the brand—whether in-app or in-restaurant.

Available ahead of the festive gifting season, physical gift cards are stocked at [participating restaurants](#) and digital cards can be purchased instantly via the Subway website**. Guests will be able to store digital gift cards in compatible mobile wallets—making spending and gifting seamless and secure.

Nicola Hayden, Director of EMEA Digital Experience at Subway, commented: *“We’re always exploring new ways to enhance the guest experience – whether through gift cards, self-serve kiosks or in-app offers for our Subway Rewards members – and to support franchisee profitability. With physical and digital gift cards, guests get more convenience and flexibility, making it easier than ever to enjoy their favourite Subway meal.”*

This launch builds on Subway's broader [digital expansion](#) across EMEA, with over 500 restaurants now digitally enabled to deliver a connected restaurant experience. These locations feature self-serve kiosks, dynamic digital menu boards, mobile ordering, and kitchen display systems—all designed to elevate the guest experience and streamline operations for franchisees and their teams.

To learn more or to place an order, visit the Subway App or Subway.com.

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** Subway® gift cards are issued by and remain the property of Subway Contractors B.V. or its successor or designee (“SCBV”). Valid to purchase eligible goods (excluding other gift cards) from participating Subway® UK restaurants. Can be used for part payment of goods on payment of difference. Min/max loads apply. Non-refundable, non-exchangeable and no change given except where required by law. Balance valid for 12 months from last load and expires automatically at end of period. Not to be resold, transferred for value or used for*

commercial purposes. Full T&Cs: www.subway.com/en-gb/giftcard. Subway Contractors B.V. is a company registered in the Netherlands under KVK number 84498242, with its registered address located at Piet Heinkade 55 – 13th Floor, 1019GM, Amsterdam, the Netherlands.

*** Physical gift cards may be purchased in-store at participating Subway® UK restaurants, and these purchases are subject to the relevant restaurant's terms of sale. Physical and digital gift cards are available for purchase online from dedicated Subway-branded webpages hosted by Buyatab accessible through the official Subway® GB website, and these online purchases are subject to Buyatab's [terms of sale](#). Buyatab Online Inc., 850-1055 Dunsmuir St, Vancouver, BC, V7X 1A3, Canada ("Buyatab") is wholly owned by Stored Value Solutions.*

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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