

Subway® Grows Presence in Spain and Portugal Through Expanded Master Franchise Agreements with Grupo Vierci

The agreements build on the successful partnership between both companies in Paraguay and Uruguay and includes the opening of around 450 new restaurants over the next ten years.

MADRID, 03 November 2025 - Subway® has announced the expansion of its master franchisee portfolio with Grupo Vierci, the current master franchisee in Paraguay and Uruguay, to accelerate the brands growth in Spain and Portugal. This milestone marks Subway's first intercontinental master franchisee with operations across two regions and reinforces the brand's commitment to international growth with trusted regional partners.

Under the new agreements, Grupo Vierci will acquire the exclusive rights to operate and develop Subway in the Iberian market, aiming to open around 400 restaurants in Spain and 50 in Portugal over the next ten years, resulting in more than 500 restaurants in the region and significantly expanding the brand's presence by more than six times.

The expanded relationship builds on the group's strong performance in South America, where it began its partnership with Subway in Uruguay in 2023 and in Paraguay in 2024. In both markets, the group has consistently maintained high standards of quality and service, laying the foundation for its entry into Europe.

With 20 years of experience in multi-brand management in the quick-service restaurant sector, Grupo Vierci operates more than 300 restaurants in North and South America, and their expertise and operational excellence will help strengthen Subway's presence in one of Europe's most competitive food service markets.

"We are delighted to continue growing alongside Grupo Vierci in Spain and Portugal," says **Tracy Gehlan, President of Europe, the Middle East and Africa at Subway**. "With a proven track record as Subway's master franchisee in Paraguay and Uruguay, the Grupo Vierci team knows the business and is ideally positioned to drive growth and attract more guests in the region."

Grupo Vierci will continue to rollout the [Fresh Forward 2.0 design](#) and advance the brands digital journey in both new and existing locations, focusing on operational efficiency and the guest experience.

“We are extremely proud to strengthen our relationship with Subway and bring our expertise to the European market,” says **Elías Yanho, Director of the Quick Service Restaurant Division at Grupo Vierci**. “Our success in Paraguay and Uruguay will be the foundation on which we operate, manage and expand the brand in Spain and Portugal, offering consumers on the Iberian Peninsula even more of what they love about Subway.”

As a sign of its commitment to the Iberian market and talent development, Grupo Vierci plans to create over 200 local jobs in Spain and Portugal initially, with continued workforce growth expected over the next decade. In addition, Paraguayan professionals will have the opportunity to join Grupo Vierci’s teams in Spain and Portugal, facilitating knowledge sharing and cross-market collaboration.

In the past four years, Subway has signed more than 25 master franchise agreements globally, resulting in more than 10,000 future restaurant commitments. The company continues to pursue ambitious international expansion and collaborates with strong operators, such as Grupo Vierci, to drive growth and ensure a consistent, high-quality experience for guests in all markets.

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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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About Grupo Vierci

Grupo Vierci is a business conglomerate with more than 58 years of sustained growth and 100% Paraguayan capital. It operates various lines of business, including supermarkets, industries, food and beverage distribution, perfumery, electronics, media, real estate, and agriculture.

It currently operates in Paraguay, Brazil, Uruguay, Panama, Bolivia, Chile, Peru, the United States, Spain and Portugal, with its operational centre in Paraguay and a team of more than 18,300 direct employees, of whom more than 5,000 are part of its fast food division.

For more information about Grupo Vierci, visit its official website or follow its LinkedIn

account.

<https://emea.newsroom.subway.com/Press-Releases?item=122615>