

Brits Break the Saucy Status Quo this Festive Season

Subway® launches free sauce-inspired festive baubles as research shows young Brits are ditching classic Christmas dinner sauces for quirky alternatives

- Subway® is giving away a limited-edition range of Christmas tree decorations inspired by its sauces, as new research reveals a saucy shake up of festive dinner table traditions
- 43% of Gen Z would choose non-traditional condiments like ketchup over gravy to accompany their festive meal this year
- More than half of Gen Z (51%) have dolloped mayo onto their Christmas dinner plate
- 51% of Brits say Christmas dinner would be ruined without their favourite sauce, with almost six in 10 (58%) saying they would find it hard to live without it
- Subway's new Christmas baubles are inspired by its most popular sauces – Chipotle Southwest, Sweet Onion, and Honey Mustard – and will be available for free from 10am on Tuesday 2nd December at subway-merch.com
- Stylish and sustainable, the baubles have been made in the UK from 100% recycled plastic

2nd December 2025: Subway® is launching a free limited-edition range of Christmas tree decorations inspired by its most popular sauces after new research revealed a seismic shake-up in the culinary accompaniments that will be adorning UK tables this year.

Young Brits are leading a saucy shake up of festive traditions, a new survey has found, as 43% of Gen Z would choose a non-traditional condiment like ketchup over gravy to accompany their festive meal. More than half (51%) of Gen Zs admit to adding a dollop of mayonnaise to their Christmas dinner, with even more (56%) choosing to lather it in ketchup.

With almost six in 10 (58%) Brits saying they would find it hard to live without their favourite condiment, Subway is celebrating this unwavering passion with the launch of a line of free festive baubles inspired by its most popular sauces – Chipotle Southwest, Sweet Onion, and Honey Mustard.

Up for grabs in a free giveaway from 10am today (2nd December) in the first of two drops, Subway's bespoke baubles are the perfect gift for shameless sauce enthusiasts this festive season. More than half (51%) of the nation agree Christmas dinner would be ruined without their favourite condiment, but many younger Brits will be reaching for more than just the gravy boat this Christmas.

What some may consider an act of saucy sacrilege, some quirky condiments Gen Z have paired with their Christmas dinner include curry sauce (39%), sriracha (36%), salad cream (25%), barbeque sauce (21%), and sweet chilli sauce (21%). A generation of sauce enthusiasts, 44% of Gen Z Brits have had an argument with friends or family on the divisive topic of condiments, while 43% have even turned down a meal because their favourite wasn't available. Almost a third (32%) have taken matters into their own hands by bringing their favourite sauce out with them to dinner, and nearly a quarter (24%) admit to consuming a condiment straight from the bottle.

EMEA Senior Marketing Director at Subway® Kirstey Elston, said: "There's no denying that Brits take their sauces seriously, and we love seeing what unique flavour combinations our customers come up with. The sauce is what makes the Sub, and to celebrate this, we've created our own baubles inspired by some fan favourites. And to spread some joy this Christmas, they're up for grabs for free."

Subway's festive baubles are made in the UK from 100% recycled plastic and will be available for free at subway-merch.com from 10am on 2nd December. They're available while stocks last, so get in there quick! And be sure to keep your eyes on Subway's socials for news of a second drop in the lead up to Christmas...

Subway also recently unveiled its festive menu for 2025, featuring the brand-new Ultimate Festive Sub and Ultimate Festive Spud, alongside other new festive items including a Turkey & Stuffing Footlong Dipper and limited-edition Double Chocolate Orange Cookie – available now nationwide. And with physical and digital gift cards available too, fans can now share their love of Subway in a way that suits them – offering even more convenience, flexibility and delicious possibilities this Christmas.

To find your nearest open Subway store, visit www.subway.com/en-GB

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NOTES TO EDITORS

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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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T&Cs

UK & ROI, 18+ only. www.subway-merch.com is being used to give away limited edition sets of Subway® Christmas Baubles ("Items"). Each Item consists of a set of 3 baubles, each representing one of the following Subway® signature sauces: Honey Mustard, Sweet Onion, and Chipotle Southwest (1 bauble per sauce). There will be 2 drops where the Items will be available to be ordered: Drop 1 (from 10am on 02 Dec 2025) and Drop 2 (from 10am on 09 Dec 2025), whilst stocks last. Visit www.subway-merch.com when a drop has gone live, select add 1 Item to your cart, view your cart, proceed to checkout, input your details (full name, postal address, email address and mobile number) and place your order. If your order has been successful, you will be shown an 'Order Received' page and receive a confirmation email. Maximum of 1 Item is permitted per person per drop, 2 drops in total. Visit www.subway-merch.com/terms-conditions/ for full T&Cs. Promoter: Subway Franchisee Advertising Fund Trust, B.V., Piet Heinkade 55 - 13th Floor, 1019GM, Amsterdam, The Netherlands.

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