

Subway® Unveils 18k Gold Bejeweled Baguette Ring to Celebrate a Love that Never Lets You Down: Your Sandwich Order

- Subway® debuts gold plated, jewel encrusted Baguette Ring inspired by the Classic B.M.T.® to celebrate fans longstanding loyalty to their Subway® orders
- This Valentine's Day, Subway® is inviting the nation to nominate loyal Subway lovers for their chance to win their very own limited-edition Baguette Ring in an exclusive social media giveaway
- 1 in 4 Subway® fans have had the same order for at least 3 years
- 86% of the nation are agreed that a go-to meal beats an overhyped romantic experience
- 66% of Brits are considering takeout over fancy meals

12th January 2025: This Valentine's Day, Subway® has unveiled the Baguette Ring - a bespoke, 18k gold-plated public display of commitment, that celebrates a love and loyalty that never lets you down: your sandwich order.

Inspired by baguette-cut rings and modelled on the iconic Classic B.M.T.® sandwich, the Baguette Ring is a high-fashion tribute encrusted with three layers of gemstones. Featuring pink sapphires, rubies, and emeralds, each stone is hand-set and designed to reflect your favourite toppings, go-to protein, and signature sauces.

This Valentine's Day, fans are encouraged to tag the most loyal Subway® lover they know via the official post on Subway®'s Instagram channel (@Subway®_ukIreland) for their chance to win one of the limited-edition Baguette Rings.

The ring has been crafted with the same care as a perfectly made Subway®. That same attention to detail is why one in four Brits has stuck with the very same order for at least three years – longer than some relationships!

This grand gesture couldn't have come at a more perfect time, especially for the 47% of Brits who show their affection through gift giving.

When it comes to relationships, stability is key for Subway® customers, as 47% admit that their order is more predictable than their romantic relationship.

Then there's loyalty, with a whopping 76% of Subway® customers saying they are likely to order the same sandwich every time.

More broadly when it comes to romance, food and relationships go hand in hand – especially on Valentine’s Day. 86% of the nation are agreed that a reliable meal beats an overhyped romantic experience.

Continuing the affinity for low key date nights, 66% of Brits are considering takeout over fancy meals.

EMEA Senior Marketing Director at Subway®, Kirstey Elston, said: “We wanted to celebrate our most loyal Subway® fans with something extra special this Valentine’s Day. The bespoke baguette ring is a great reflection of how much we value our longstanding Subway® lovers.”

Know someone who’s loyal love of Subway® deserves to be celebrated? Spread the love this Valentines’ Day by tagging them in the exclusive social media giveaway to give them a chance to win the limited-edition Baguette Ring on 14th February, 2026.

-ENDS-

NOTES TO EDITORS

For more information about this press release please contact:

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For information on the Subway® brand please visit: www.Subway.co.uk

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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