

# WIN A YEAR OF FREE SUBS FROM SUBWAY® Subway® celebrates 27 years since the first store opened in Ireland

**To celebrate 27 years of Subway® in Ireland, the sandwich franchise is offering one lucky guest the chance to win a year of free Subs**

**That's a year of your favourite 6-inch Subs, Salads or Wraps from the iconic Steak & Cheese and Chicken Teriyaki to the vegan T.L.C.® (Tastes Like Chicken) or brand-new Nacho Chicken**

**Enter by making a purchase of €6 or above, either with a scan of your Subway Rewards® QR code, or when you order ahead with your Subway® App**

22nd July 2021 – 27 years ago, Subway® opened their first store in Ireland – and since then, have served over 320,000 guests every week in Ireland and the UK with their iconic Subs, Salads, Wraps and fan-favourite sides.

Now, to celebrate the anniversary of the iconic sandwich brand, Subway® are inviting guests to win a whole year of free Subs. That's a year of your favourite 6-inch Subs, Salads or Wraps from the iconic **Steak & Cheese** and **Chicken Teriyaki** to the plant-based **Meatless Meatball Marinara** or plant-based **T.L.C.® (Tastes Like Chicken)**.

Launched last week, the prize draw will reward one loyal Subway® guest in Ireland, a total of 78,000 Subway Rewards® points to be redeemed against any menu item of their choice, for an entire year!

To enter the prize draw, guests must simply make a purchase of at least €6 or above in-store with a scan of their Subway Rewards® QR code or order ahead with their Subway® app between 14th July–7th September 2021. To validate entry, guests should accept the Subway Rewards® T&C's\*. Every purchase over €6 will count as a new entry.

Guests hoping to luck out on their meal options will need to have a registered Subway Rewards® account to enter. New guests can also simply download the Subway® app,

register and activate their Subway Rewards® account to get involved.

**Mays Elansari, Head of Marketing UK & Ireland at Subway commented:** “Since the first Subway store opened in Ireland, guests have been able to enjoy a menu with more choice, more taste and more value than ever before. We want to say a huge thank you to our guests for last 27 years and what better way than to offer them the chance to Win A Year Of Free Subs?!”

To enter into the prize draw to Win A Year Of Free Subs, you must be a registered Subway Rewards® user then every time you spend €6 or more from 14th July- 7th September 2021, either in-store with a scan of your Subway Rewards® QR code or when you order ahead with your Subway® app, you’ll be entered into the prize draw again and again! Each purchase of at least €6 or more will result in a new entry.

To find your nearest open Subway® store, visit [www.subway.com/en-ie/findastore](http://www.subway.com/en-ie/findastore)

ENDS

Subway® is a Registered Trademark of Subway IP LLC. ©2021 Subway IP LLC.

**\*Terms and conditions:**

ROI, 18+ only. Enter by 23:59pm on 07.09.2021 by making a purchase of at least €6 and scanning your Subway Rewards® QR code in a participating Subway® store or via the Subway® app or website to collect. Prize: 1 x 78,000 Subway Rewards® points, equalling 156 6-inch Subs. Official T&Cs must be accepted and purchase necessary. Max 1 prize per person. Prize can only be redeemed in-store and not via third party delivery partners. Visit [subwayrewards.ie](http://subwayrewards.ie) for full T&Cs and prize details. Promoter: Subway Franchisee Advertising Fund Trust, B.V.

**For more information about this press release please contact:**

[jill.martin@teneo.com](mailto:jill.martin@teneo.com) / 087 909 8879

**For information on the Subway® brand please visit:**

Website: [www.subway.com/en-ie/](http://www.subway.com/en-ie/)

Facebook: [www.facebook.com/SubwayROI](http://www.facebook.com/SubwayROI)

Twitter: @SUBWAYROI

Instagram: @subway\_ukIreland

TikTok: @subwayukireland

YouTube: [www.youtube.com/user/SUBWAYUKIreland](http://www.youtube.com/user/SUBWAYUKIreland)

## About the Subway® brand:

As the world's largest quick service restaurant chain, Subway serves freshly made-to-order sandwiches, wraps, salads and bowls to millions of guests, across more than 100 countries in nearly 40,000 restaurants every day. Every restaurant is owned and operated by Subway franchisees – a network of more than 20,000 dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

---

Additional assets available online: [Photos](#)  
[\(1\)](#)

<https://regional.newsroom.subway.com/2021-07-22-WIN-A-YEAR-OF-FREE-SUBS-FROM-SUBWAY-R-Subway-R-celebrates-27-years-since-the-first-store-opened-in-Ireland>