

# DATA SHOWS THAT SUBWAY® COOKIES ARE STILL AUSTRALIA'S FAVOURITE

**Australians have voted with their wallets as cookie sales continue to climb for the global sandwich brand.**

**17 JANUARY 2022:** Australians have yet again shown that Subway® cookies really are their favourite! The global sandwich brand sold almost 357,900 additional cookies in 2021 when compared to 2020.

For Franchisees that meant an extra 249 cookies per store per week over the year.

Subway® Head of Marketing Rodica Titeica said it's fantastic to see that Australia still loves a fresh Subway® cookie.

"We're just as passionate about our cookies as Australians are," says Ms Titeica.

"During December, we really got to celebrate our cookies and let them take centre stage in our Merry Cookiemas campaign," Ms Titeica explains. "Through fun family events like Subway's Bedtime Stories across Queensland and our Cookie Decorating Station at the Lord Mayor's Christmas Carols, we really ramped up the cookie love."

Subway's Bedtime Stories saw the brand partner with local agency The Little Red Co. for a travelling show that visited 6 Brisbane suburbs for readings of 'Twas the Night Before Christmas and, of course, a free cookie.

In September 2021, the brand also famously handed out their iconic cookies at six vaccination hubs across Australia as a way to say thank you to those lining up to get their shot.

As sales continue to climb, the brand also saw a 16% increase in their 6-cookie packs when compared to 2020.

"Subway is a brand that's known for flavour and value," Ms Titeica explains. "Nothing embodies that better than a delicious Subway® cookie pack."

Subway® cookie fans can grab their favourite Subway® cookie from their local Subway® restaurant or via the Subway Australia app for as little as \$1 each. For more information about Subway's cookie range, visit [Subway.com.au](https://www.subway.com.au).

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**For media enquiries, contact:**

Rhys Reynolds, Australia and New Zealand Communications Manager

Reynolds\_r@subway.com

0466 816 693

**About Subway® Restaurants**

As the world's largest quick service restaurant brand, 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. Subway restaurants are owned and operated by Subway franchisees – a network that includes more than 20,000 dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

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