

‘Eau De Dough’ Subway® bottles the aroma of freshly baked bread to help kickstart the UK property market

Subway® bottle the smell of their bread, freshly baked in-store, for new ‘Eau de Dough’ room diffuser

Rise in property sales expected thanks to Subway®’s ‘Eau de Dough’

Images available to download here: <https://flic.kr/s/aHBqjzHJ3E>

[London] 1st April 2022: Subway® have bottled the alluring smell of their bread, freshly baked in-store, to help homeowners sell their properties within seconds.

It’s a well-known trope that the smell of freshly-baked bread will lure buyers when selling your home – and so today Subway have announced a revolutionary new gadget that will deliver the fragrance at the touch of a button.

Subway’s ‘Eau de Dough’ room diffuser captures the notes of a perfectly baked Hearty Italian Sub. The state-of-the-art gadget releases a mouth-watering, room-filling vapour in under 0.25 seconds.

The enticing Subway scent has been bottled in-store to perfectly encapsulate the smell of everyone’s favourite Subs and sell homes within seconds.

A Subway spokesperson said *“Customers love us for our delicious, freshly baked bread, so we’re delighted to be able to share our in-store aroma as a takeaway scent. Whether you need help selling a property or simply love the smell, ‘Eau de Dough’ is the must have gadget.”*

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

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About Subway® Restaurants

As one of the world's largest quick service restaurant brands, Subway serves freshly made-to-order sandwiches, wraps, salads and bowls to millions of guests, across more than 100 countries in more than 37,000 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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