

SUBWAY® STUNS NATION WITH NEW MENU ITEM

From footlongs to frankfurts – Subway has just become “dog” friendly.

01 APRIL 2022: Leading QSR brand, Subway Australia, has today officially launched its newest addition to its iconic cult menu range. Introducing, the SubDog!

Partnering with meaty goods specialists, DON®, Subway® promises to deliver a classic hotdog experience to guests slathering the exciting new product in classic American style mustard along with cheese and tomato sauce.

Available nationally in stores now, the new SubDog is expected to surprise and delight millions of hotdog lovers nationwide who have been waiting years for this kind of menu item to arrive.

Subway® Communications Manager, Rhys Reynolds, said Subway® guests have been requesting a different type of ‘footlong’ for a long time.

“We’re letting our guests lead the way this time,” said Mr Reynolds.

“We’ve received so many requests for a hotdog for years on end. The people want to pair a delicious Frankfurt with our famous freshly baked bread and delicious sauces, so we’ve decided to give them what they want!

“We’ve been secretly conducting some serious product research and development along with the experts over at DON, and we’re delighted today to announce that our new SubDog has been designed with nothing but taste impact and flavour overload in mind.

“We’re confident our new SubDog is going to leave Aussies/Kiwis begging for more, and as we’re well into footy season, what better snack is there to chow down on while watching your favourite team battle it out?” added Mr Reynolds.

In preparation for the announcement, Subway® stores have been advised to brace for a swarm of thousands of hotdog obsessed guests to burst through the doors in the early hours of the morning, as the scent alone of freshly made SubDogs would lure even the least hungry of passers-by.

“We are preparing for a Black Friday-style influx of guests, so we have put into place several stringent measures for our restaurants to cope with increased demand,” said Mr Reynolds.

“After all, this new menu addition is more than just a tasty, affordable way to indulge – it’s set to surprise and delight our nation’s most passionate consumer group – meat lovers,” he said.

The SubDog is now available in-restaurant or via delivery. More information about the SubDog can be found at www.subway.com.

ENDS.

For further information, please contact:

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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 of 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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