

NEW SUBWAY® COOKIE REVEALED, THE FIRST NEW FLAVOUR IN NEARLY FOUR YEARS

Subway® has today announced the launch of their first NEW cookie in nearly 4 years. Introducing the **Choc Mint Cookie** - a rich double chocolate cookie with a refreshing peppermint flavour and festive red and green choc drops.

The *Choc Mint Cookie* will hit Subway® restaurants across Australia and New Zealand, with the limited time offer on-sale until sold out.

Subway® Director of Marketing for Australia and New Zealand, Rodica Titeica shared that over the last couple of years, Subway® cookies have gained nearly as much fame and recognition as Subway Footlong® subs and as such, a new flavour was deserved.

“When people think of Subway, they think Footlongs, and then they think cookies.

“This year, we’ve sold more than 53.6 million cookies across Australia and New Zealand. On average, that’s two cookies per person, per year,” Titeica said.

“The equity and brand love we’ve built in our cookies as a category alone is something to celebrate and we’re proud to be putting them centre stage once again this Christmas.”

“Our annual Cookiemas campaigns have played a huge part in our cookie success and so when deciding on the new flavour to release, a Christmas inspired cookie only seemed fitting.”

“We cannot wait for guests to try this new flavour, but they’ll have to get in quick.”

AU: Baked in-house daily, the *Choc Mint Cookie* flavour joins the five fan-favourites of Chocolate Chip, Chocolate Chip Rainbow, Double Chocolate Chip, Raspberry Cheesecake and White Chip Macadamia Nut, all displaying the cookie characteristics iconic to Subway of crisp edges and a soft, delicious centre.

NZ: Baked in-house daily, the *Choc Mint Cookie* flavour joins the five fan-favourites of Chocolate Chip, Chocolate Chip M&M, Double Chocolate Chip, Oatmeal Raisin and White Chip Macadamia Nut, all displaying the cookie characteristics iconic to Subway of crisp edges and a soft, delicious centre.

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 nearly 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network that includes thousands of dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

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