

# SUBWAY® EXPANDS SIGNATURE MENU OFFERING WITH TWO BOLD NEW FLAVOURS

17 MARCH, 2025: Following the announcement of their transformative Signature Menu last month, Subway® is turning up the dial on crave-worthy flavours even further with the launch of two NEW Signature Menu subs, **Philly-Style Three-Cheese Steak and Deli Supreme**.

These permanent new additions to the Signature Menu are designed to entice Subway® guests, new and existing, out of their flavour comfort zone, combining a fresh taste experience with a simplified ordering process.

Subway® Director of Marketing Australia & New Zealand, Rodica Titeica said, “Our guests are always on the look-out for exciting new eats, and these Signature builds deliver just that – bold, fresh flavours that are perfectly crafted for the best taste experience.

“Guests have been embracing our new and streamlined menu across the country and we’ll continue to deliver innovative new flavour combinations for them to try. If you’re after an easy and indulgent cheesy taste experience, the Philly-Style Three-Cheese Steak is perfect for you, while the Deli Supreme is ideal for guests who love our big, bold, deli-style flavours,” she said.

The two new Signature creations are the latest additions to the 17 subs pre-crafted for those who are looking for quick and tasty meal options on the go.

“We know our guests love choice, but we also recognise that some prefer thoughtfully designed flavour combinations that are simple to order, yet equally delicious.

“Our Signature Menu provides guests the best of both worlds – curated, great tasting creations without the hassle of having to select every ingredient. These two new flavours reinforce that, while also encouraging guests to try a new combination they may not have thought of previously,” she said.

## **New Flavours, New Menu Experience**

Available from Monday, 17 March across every Subway® restaurant in Australia and New Zealand and online, the new **Philly-Style Three-Cheese Steak** features deliciously tender diced steak, melty mozzarella, natural cheddar, and old English style cheese topped with onions, capsicum and jalapenos, finished with creamy garlic aioli for an indulgent taste experience.

The **Deli Supreme** in Australia features layers of tasty pepperoni, salami, ham and turkey on freshly baked rye bread topped with natural cheddar cheese, lettuce, tomato, onion and creamy mayo.

The Signature Menu marks Subway's largest menu transformation, making ordering easier while still allowing guests to customise their meal exactly how they like it.

"We know some guests may feel overwhelmed by too many choices. Our new Signature Menu ensures everyone can find their perfect sub whether they want a tried-and-tested flavour combination or prefer to personalise every bite.

"The spirit of customisation will always remain at the heart of our brand, so whether guests build their own or choose a Signature creation, the choice is forever theirs," she said.

### **Subway's Commitment to Menu Innovation**

In a market where busy lives demand quick, delicious and innovative options, Subway® is answering the call with a menu that is as convenient as it is creative.

"Subway's transformative menu journey isn't just about innovation but it's also about making every visit to Subway as effortless as it is delicious. With thoughtfully crafted combinations designed by flavour experts, the Signature Menu offers a streamlined, yet customisable experience," Ms Titeica said.

"Our commitment to culinary innovation continues to push boundaries, ensuring every bite is an adventure.

"Whether you're in the mood for a robust, cheesy steak experience or a symphony of deli delights, our new Signature flavours promise a taste sensation that's always on trend and made just the way you like it," she said.

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