

APRIL FOOLS: SUBWAY® & BIRDS EYE® JUST DROPPED THE ULTIMATE COMFORT FOOD COLLAB!





April 1, 2025: Foodies rejoice! Subway® Australia and Birds Eye® have joined forces to deliver the ultimate retro comfort food: The Footlong Chip Butty, a masterpiece collaboration you never saw coming, but won't be able to resist.

For far too long, the British classic has been confined to takeaway shops and homemade kitchen experiments.

Now, thanks to two much-loved household names, this nostalgic favourite has found its perfect home – between golden, twice-buttered, freshly baked white, famous Subway Footlong® bread from the sandwich experts themselves, the perfect golden crunch from the chip masters at Birds Eye®.

Inside, only the best: Birds Eye's finest crunchy Golden Crunch chips form a sturdy foundation, creating layers of crispy, fluffy, potatoey perfection. Lightly fried with a visible crispiness, Australia's favourite oven chips replicate that magic moment – a mouthwatering mix of soft, fluffy potato and crisp edges.

A Subway® spokesperson confirmed the limited edition menu item was something slightly different for the sandwich specialists but some things just belong together.

"There's no point in fighting some combinations. Fish and chips, sauce and snags, and now Subway and Birds Eye. A partnership so perfect, so legendary, it might just be the greatest food collab of all time," they said.

"The Chip Butty is perhaps the best thing to come out of England and has become an adopted Aussie icon, so we knew the time was right to give it a hero's welcome at Subway.

"It's the ultimate comfort food, whether you're looking to relive the good ol' days or you're discovering it for the first time. It's simple, delicious and absolutely packed with potato-y goodness."

Of course, no Chip Butty is complete without the finishing touch; a generous squeeze of sweet tomato sauce. But in true Subway® spirit, guests can customise with their sauce of choice to suit their individual taste.

"Whether it's classic tomato sauce, creamy mayo, or a spicy kick, the power is in your hands. We simply recommend plenty of it in order to truly elevate the Chip Butty experience.

An unlikely combo? Maybe. A delicious one? Undoubtedly. Whether it's a nostalgic throwback or your first-ever Chip Butty indulgence, the Footlong Chip Butty promises to gain the affections of sandwich and chip lovers alike, long after the last crumb is gone.

But don't just take our word for it, head over to our socials to see what Subway® and Birds Eye® fans have to say about the irresistible new creation.

Follow [@subway_australia](#) and [@birdseye_au](#) on Instagram to join in the foodie fun.

Available exclusively in Subway® restaurants across Australia on 1 April. "You'd be a fool to miss out, so get in quick while stocks last."

<https://regional.newsroom.subway.com/2025-04-01-SUBWAY-AND-BIRDS-EYE-JUST-DROPPED-THE-ULTIMATE-APRIL-FOOLS-COMFORT-FOOD-COLLAB>