

HOTTER THAN YOU THINK: SUBWAY® HAILS A "NEW SRIRACHA"

Subway® Unveils New Sauce in First Fiery Subs Range

27 JUNE 2024: Subway® Australia emerges as a beacon of warmth with the launch of their sizzling new **Fiery Subs** range and their hottest sauce to date, the **Hot Harissa Mayo** available for a limited time only.

Subway® will send taste buds tingling nationwide with a tantalizing trio of heat-infused creations that include Chipotle Meatball & Pepperoni, Spicy Chicken Classic and Fiery Harissa Steak.

In a nation where spice is king, Subway® taps into the fiery fervour sweeping Australia. Recent studies reveal an insatiable appetite for heat, with five million Australian adults indulging in hot sauce weekly, and over half a million embracing the heat daily*.

The pièce de résistance of the Fiery Subs range is the blazing new limited time only Hot Harissa Mayo. Not for the faint-hearted, this North African-inspired inferno eclipses even Subway's® famed Habanero Hot Sauce, poised to become the new icon of spicy aficionados, hailed as the "New Sriracha."

Subway's Fiery Subs offering doesn't alienate those hesitant towards spicy food, with the new range providing scalable mild, medium and hot options to suit any level of tolerance.

Subway® challenges guests to elevate their winter dining experience, urging them to stoke the flames of their appetite with one of the new Fiery Subs. How much heat can you handle?

Get them while they're hot (medium and mild)!

For further information, visit: www.subway.com/en-au

(*ChilliBOM, Australian Hot Sauce Survey –[here](#))

<https://regional.newsroom.subway.com/HOTTER-THAN-YOU-THINK-SUBWAY-HAILS-A-NEW-SRIRACHA>