

Ski in, sub out: New Zealand's first Subway® Ski-Thru opens at Tūroa

For three days only, skiers and snowboarders can stop for a free Sub, cookie and hot chocolate without leaving the slopes.

Thursday 17 September: Following recent snowfall at Tūroa, Subway® New Zealand is opening the country's first Subway® Ski-Thru – a three-day alpine pit stop and a timely reminder that the ski season is far from over.

From Friday 18 to Sunday 20 September, the Ski-Thru will serve free Subway® Subs, cookies and hot chocolate from 12pm to 2pm each day*.



Adding to the on-mountain festivities, a DJ will bring the tunes, with limited-edition Subway® beanies and Sub-satchels also available while stocks last.

Timed just ahead of the Term 3 school holidays, the Ski-Thru gives Kiwis one more reason to squeeze in a spring run.

Created in partnership with Pure Tūroa, an existing alpine hut will be transformed into an unmistakable Subway® outpost while retaining its original mountain character.

Kerrie Hockless, Head of Brand Marketing at Subway®, said New Zealand was the perfect place to launch the concept.

“With Subway® restaurants in towns and cities right across New Zealand, the brand has long been part of local communities and everyday Kiwi life, so having Subway® available on the slopes felt like a must,” said Hockless.

“We’re always looking for memorable ways to bring the Subway® brand to life. With recent snowfall and the school holidays approaching, it felt like the perfect time to give skiers and snowboarders an experience they’ll remember.”

Pure Tūroa Brand Marketing Manager James Simpson said: “Recent snowfall is a great

reminder that there is still plenty of the season ahead. Tūroa can continue into late October, even November when conditions allow, and the Ski-Thru gives visitors one more fun reason to get up the mountain.”

The Subway® Ski-Thru will be located at the top of the Parklane Chairlift, just north of Snowflake Café (coordinates: -39.303410, 175.536217).

*Operation of the Ski-Thru is subject to weather, snow and mountain conditions. Visitors should check pureturoa.nz for the latest updates before travelling. Free Subway® Subs, cookies and hot chocolate will be available while stock lasts on a first-come, first served basis.

-ENDS-

About Subway® Restaurants

Subway® serves freshly made, customizable meals to millions of guests every day. Each order is hand-crafted using crisp veggies, freshly baked bread and simple, quality ingredients that help keep guests energized. Around the world, more than 35,000 Subway® restaurants are independently owned and operated by thousands of dedicated franchisees who serve their local communities with great tasting, accessible food at a compelling value. Subway® is a globally registered trademark of Subway® IP LLC or one of its affiliates. © 2026 Subway®.

About Pure Tūroa

Pure Tūroa operates Tūroa Ski Area in New Zealand’s central North Island. For current mountain information, snow reports and operating updates, visit www.pureturoa.nz.

<https://regional.newsroom.subway.com/New-Zealands-First-Subway-Ski-Thru-Opens-at-Turoa>