

# JEDWARD TEAMS UP WITH SUBWAY®

## JEDWARD TAKES OVER SUBWAY® SWORDS RESTAURANT TO MAKE AND GIVE OUT SUBWAY®'S TAKE ON THE ICONIC BREAKFAST ROLL, THE 'BIG BREAKWICH' SUB

Jedward took over a Subway® restaurant in Swords, Co. Dublin yesterday and gave customers a 'Jepic' surprise as they handed out free **Big Breakwich** subs from the new Subway® Series menu.

The dynamic duo flattened their hair and donned hair nets and gloves as they stepped behind the counter to learn the tricks of the trade when it comes to being a Subway® Sandwich Artist. While it was more intricate than they thought it would be, Jedward created 50 Big Breakwich subs together with the Sandwich Artists, which were then passed out to delighted Subway® customers for free.

The Big Breakwich is Subway®'s take on an iconic delicacy, the breakfast roll. The Big Breakwich can be enjoyed all day, for breakfast, lunch and dinner. This mouth-watering Sub contains s

The Big Breakwich is part of the new Subway® Series menu. Subway® worked with top chefs to create 15 all-new signature Subs, Submelts, Wraps and Salads on the Series menu. There are now two ways to Subway®, and you can continue to 'create your own' with your favourite combination of ingredients.

For those who just can't decide what to add to their Sub, Series offers a simple and speedy way to order a range of super tasty Subway® creations - revolutionising the ordering experience both in restaurants and online - and is available at all 130 restaurants across Ireland.

**-ENDS-**

### ***NOTES TO EDITORS***

For information on the Subway® brand please visit: [www.Subway.com/en-IE](http://www.Subway.com/en-IE)

### **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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**Photo caption:**

Pictured are Jedward (Edward and John Grimes) at the Subway® restaurant at Airside Swords, Co. Dublin to celebrate the new Subway® Series menu. The duo stepped behind the counter with Subway® Sandwich Artists to learn how to make the Big Breakwich sub, before passing out 50 to delighted Subway® customers for free. For more information on the new Subway Series menu, please visit [www.subway.com/en-IE](http://www.subway.com/en-IE)

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