

# A NEW WAY TO SUBWAY®!

## Subway introduces Signature Series in the Netherlands: a new line of chef-inspired Subs for a unique taste sensation



*Amsterdam, March 6, 2024 - Subway, the world's largest sandwich chain known for its fresh and personalized sandwiches, is taking another step in the culinary experience with the introduction of the new Signature Series, eight creations specially designed by chefs. This ranks as the largest menu change in 58 years.*

Today marks a historic moment with the introduction of the "Signature Series" at Subway, known as the sandwich brand where you can customize your Sub. The brand-new series introduces an innovative ordering experience for Subway guests by introducing unique, pre-selected Subs.

### Carefully crafted flavor combinations

For Subway, taste and high-quality ingredients are central to this. With more than 50 years of experience, Subway knows exactly what its guests want. Subway constantly strives to develop new quality products based on these wishes, resulting in the eight craveable combinations in the Signature Series range. Signature Series is the start of a completely new and alternative way to order solid combinations of Subs where careful thought has gone into the flavour combinations of the ingredients to create an even more delicious experience.

Carrie Walsh, EMEA President at Subway, is delighted that the Signature Series are now available in the Netherlands. "With the Signature Series, we have listened to the wishes of our guests. Together with our chefs, we carefully considered the composition of these Subs to create the best combinations. The first guests who have already tried the Series Subs are very enthusiastic about the unique taste of the new Subs offering. These Subs are even more tasty, even fuller and even higher quality than guests have already come to expect from us. A great achievement and a huge global change for Subway."

## Get rid of choice stress

With the introduction of the Signature Series, Subway is also taking away choice stress from its guests. Guests have reported experiencing this choice stress regularly during the ordering process when putting together their perfect Sub. The new Series line eliminates this choice stress and provides a carefree and unforgettable taste experience. In a world full of choices, Subway understands that sometimes people simply want to enjoy a flavourful sandwich without the hassle.

## Eight new subs

Eight new Subs shine in the Subway assortment and each has its own flavour profile, so there is something tasty for every craving. The Signature Series menu consists of the following Subs:

- **Legendary Teriyaki** - Dive into the perfect harmony of Chicken Teriyaki with double American Cheese, lettuce, tomato, cucumber, bell pepper, onion, corn and Sweet Onion sauce, served on sesame bread. Also available as a plant-based version.
- **Fiesta Fajita** - Discover the flavour explosion of Chicken Fajita with double doses of Pepperjack cheese, guacamole, lettuce, red bell pepper, red onion, corn, jalapeños, Doritos, and a touch of Chipotle Southwest sauce, all encased in an Italian Herbs & Cheese bun.
- **Mighty B.M.T.** - Enjoy the layered flavours of ham, salami and pepperoni, double amount of Pepperjack cheese, lettuce, tomato, red onion, cucumber, and a creamy hint of Vegan Garlic Aioli, served on white bread.
- **The Captain** - Temptation of tuna, double Pepperjack cheese, lettuce, semi-dried tomato, cucumber, red bell pepper, onion, corn, Lite mayonnaise on multigrain bread.
- **Steakhouse Desire** - Steakhouse on a bun, with juicy American Steakhouse patty, bacon, Pepperjack & American Cheese, caramelized red onion, lettuce, tomato, pickle, and Chipotle Southwest sauce on sesame bread.
- **Chicken Amore** - Experience love on your plate with the grilled taste of Rotisserie-style chicken, semi-dried tomato, cream cheese, American Cheese, red bell pepper, red onion, lettuce, cucumber, subtle pesto, served on Italian Herbs & Cheese bread.
- **The Steak Master** - Will you claim the throne as Sub King? Enjoy juicy Steak & Cheese, bacon, double load of Pepperjack cheese, red bell pepper, red onion, lettuce, tomato, and truffle sauce, all on Italian Herbs & Cheese bread.
- **Clubhouse** - Join club Sub with the ultimate combination of ham, turkey, bacon, cream cheese, American Cheese, cucumber, lettuce, pickle, tomato, red onion, and a touch of Honey Mustard sauce, served on white bread.

With updated ingredients such as Rotisserie-style chicken, semi-dried tomatoes, and Hickory Smoked BBQ sauce (Vegan), the Signature Series are a unique experience for the taste buds. Furthermore, all Signature Series options can be ordered as part of a meal deal,

including a regular drink and cookie or chips of your choice, or a small portion of potato bites. Dive into the delicious world of the Signature Series and, starting March 6, experience a taste adventure like never before. Delicious simply doesn't come any better!

## **Two ways to Subway**

The option to make your own Sub creations is, of course, still available. In fact, there are now two ways to Subway - you can easily enjoy one of our specially curated new Subway Signature Series creations, or you can continue to make your own freshly prepared Sub. Both the in-house creations and Signature Series will also be available on Thuisbezorgd and UberEats starting April 6.

• **End of press release -**

## **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 and territories 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. For more Subway News visit: [Newsroom](https://www.subway.com/nl-nl) (subway.com/nl-nl).

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