

# Subway Drops New Limited-Edition Merch

*Subway® fans can now 'eat fresh' and look fresh with the brands' new limited-edition line including T-Shirts, Sweatshirts, and a Tote Bag*

*Each piece features a bespoke design inspired by iconic Subway® classics – from their baked fresh bread to their famous chipotle southwest sauce*

*Subway®'s new merch launches to the public at 10am, Wednesday 4<sup>th</sup> December at [www.subway-merch.com](http://www.subway-merch.com), and is available for free*

**4<sup>th</sup> December 2024:** Subway® enters the realm of fashion as it announces the launch of a new limited-edition line of free merch – so fans can 'eat fresh' AND look fresh, without breaking the bank.

Stepping from sandwiches to streetwear, the line of T-Shirts, Sweatshirts and a Tote Bag feature unique designs that celebrate the brand's heritage and are inspired by fan-favourite Subway classics – including the Meatball Marinara Sub, Chipotle Southwest Sauce, and of course, Subway's baked fresh bread itself.

The limited-edition range, which drops at 10am on Wednesday 4<sup>th</sup> December, will be available for free, and includes:

- **Meatball Marinara** Sweatshirt & T-Shirt - An ode to the classic Meatball Marinara, the design playfully brings to life the iconic 'Baller' Sub.
- **Chipotle Southwest Sauce** Sweatshirt & T-Shirt - Looking for new 'drip'? Look no further. The design showcases Subway's famous Chipotle Southwest Sauce - and if you've tried it, then you know why it's a bona fide fan-favourite.
- **'Baked Fresh Daily'** Tote Bag - Honouring what Subway does best, the design celebrates the sandwich chain's famed 'baked fresh daily' bread.

Subway has worked with Dublin based illustrator Stephen Heffernan to bring some of Subway's most popular and recognisable menu items to life by creating stylish apparel that fans will love to wear.

And with the line dropping in time for the festive season, they'd make the perfect gift for Subway fans, foodies, and fashionistas alike.

EMEA brand and UK&I Marketing Director at Subway®, Kirstey Elston, said: *"When creating this fresh new line, we wanted to offer our fans more than just branded merchandise, but*

*items they actually want to wear. And in the spirit of the holidays, we thought why not give it to them for free!*

*“Illustrator Stephen Heffernan did a brilliant job bringing the vision for the line to life, creating a collection of unique designs that pay homage to some of our most popular menu items in a fresh and fun way. We love the entire collection, and are sure our fans will too.”*

Stephen Heffernan, known for his quirky and tongue-in-cheek illustrations, added: *“I’ve loved working with Subway® to help bring to life the brand’s vision for this limited-edition merch. We wanted to create fresh designs that embody the iconicity of Subway® fans’ favourite menu items, as well as leaning into the brand’s Americana-deli style heritage.”*

The limited-edition Subway merchandise will be available for Subway fans across the UK and Ireland in the run up to Christmas – for free!

Subway’s fresh merch will be available at [www.subway-merch.com](http://www.subway-merch.com) from 10am on Wednesday 4<sup>th</sup> December until stocks last.

## **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 more than 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network that includes more than 20,000 dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

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