

Subway Expands Presence in the Nordics with Nordic Bites Group Oy

New master franchise agreement will add more than 250 restaurants across Finland, Sweden, Denmark and Norway over the next seven years

FINLAND (20th May 2025) – Subway, one of the world’s largest restaurant brands, announces a new master franchise agreement with Nordic Bites Group Oy, an existing Subway multi-unit franchisee, to further strengthen the brands presence in Finland, Sweden, Denmark and Norway.

Under the agreement, Nordic Bites Group Oy will acquire the exclusive rights to manage and develop all Subway locations in the four countries. As part of the multi-year relationship, Nordic Bites Group Oy will open more than 250 restaurants across the region by 2032, expanding the brand’s footprint to over 600 restaurants – a more than 50% increase.

The team behind Nordic Bites Group Oy has a long history of working with Subway, previously managing Subway’s business in Finland and Sweden through a long-term development agreement since 2010. The master franchise agreement is backed by Finnish private equity investor Juuri Partners Oy, whose minority shareholding and hands-on support provide additional growth and development opportunities for the organisation.

"Subway restaurants have gained significant popularity in the Nordics, with increasing demand from guests seeking freshly made, convenient and affordable meals," **said Kagan Sanli, Acting Managing Director for EMEA at Subway.** "With more than 15 years of experience as a Subway operator, the team behind Nordic Bites Group Oy are ideally positioned to accelerate restaurant expansion and attract even more guests across the region."

With Nordics Bites Group Oy’s oversight, new and existing restaurants will continue to adopt the recently launched [Fresh Forward 2.0 restaurant design](#) and further Subway’s digital journey, all while continuing to deliver on freshly made sandwiches at an affordable price and enhancing the guest experience.

“We are delighted to take this next step in our relationship with Subway” said **Petteri Lehtimäki, CEO for Nordic Bites Group Oy.** “Subway is an iconic brand with a unique offering in the market. We look forward to strengthening Subway’s position as the leading sandwich destination in the Nordics and providing consistently great guest experience.

Over the past three years, Subway has signed agreements with more than 25 master franchisees globally, resulting in over 10,000 future restaurant commitments and contributing

to over 50% of the brand's global new restaurant openings in 2024.

As part of its international growth strategy, Subway plans to double the number of restaurants across Europe, the Middle East and Africa in the coming years and continues to seek strong operators, like Nordic Bites Group Oy, to support the brand on its journey.

About Subway® Restaurants

As the global sandwich leader, Subway serves freshly made sandwiches at a great value to millions of guests around the world in nearly 37,000 restaurants every day. Subway restaurants are owned and operated by a network of thousands of dedicated Subway franchisees who are passionate about consistently delivering a high-quality, convenient guest experience and contributing positively to their local communities.

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About Nordic Bites Group Oy

Nordic Bites Group Oy is the Master Franchisee for Subway® in Finland, Sweden, Norway and Denmark. Under the Master Franchise Agreement Nordic Bites Group Oy has the exclusive right to manage the nearly 400 Subway® restaurants currently operating in the Nordic countries. Nordic Bites Group Oy's subsidiaries Subcom Oy and Subcom Sweden AB own and operate over 80 Subway® restaurants in Finland and Sweden. Finnish private equity company Juuri Partners has been a significant minority shareholder in Nordic Bites Group Oy since 2023, supporting its growth.

About Juuri Partners

Helsinki-based Juuri Partners joined Nordic Bites Group as a significant minority shareholder in January 2023. Through board representation and growth financing, Juuri Partners supports the Group's Nordic master-franchise roll-out and operational excellence initiatives, ensuring that Subway's expansion is underpinned by strong local ownership and long-term strategic guidance.

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