

# Subway Launches 'The Big Breakwich Spud': A Full English Breakfast on a Jacket Potato

*It Has Been Dubbed The 'Ultimate British Culinary Combo'*

- Subway® launches the 'Big Breakwich Spud' – a hot, hearty jacket potato topped with full English breakfast favourites including **eggs, sausages, beans and hash browns**, finished with ketchup and melted cheese
- It comes as research reveals that Gen Z's favourite morning meals after a night out are fry-ups (**40%**) and jacket potatoes (**22%**)
- **91%** of Brits admit to finding sanctuary in comforting carbs, as **77% of Brits crave a Jacket Potato after a night out**
- The hearty spud is available in time for Freshers' season, as **87%** of Gen Z admit they've skipped breakfast entirely after a night out because they 'couldn't face cooking'
- More than **half a million spuds** have been sold across the UK and Ireland since Subway® launched Spudway® last month
- Free Big Breakwich Spuds will be given out at university cities across the UK between Monday 13<sup>th</sup> October and Friday 7<sup>th</sup> November– follow the free spud stops at [www.subwayukireland.com/studenttour](http://www.subwayukireland.com/studenttour)

**9<sup>th</sup> October 2025** – Can't decide between a full-English Breakfast or a jacket potato with beans and cheese for your morning-after munchies? Now you don't have to... as Subway® has combined the best of both into one crave-worthy creation with the launch of the Big Breakwich Spud; a hearty breakfast jacket potato.

According to new research from Subway®, Gen Z's favourite morning meals after a night out are fry-ups (**40%**) and jacket potatoes (**22%**). Subway®'s Big Breakwich Spud, brings together all the heartiness of a traditional Full English breakfast with the comfort of a perfectly baked jacket potato.

Launched as part of the new Spudway® jacket potato range, the brilliantly British creation sees a fluffy jacket potato topped with full-English breakfast favourites such as eggs, sausage, bacon and hashbrowns, including melted cheese and finished with ketchup on top. Heinz Beans can also be added to create the ultimate Big Breakwich Spud, packing an impressive 38.6g of protein, making it as satisfying as it is comforting.

The launch lands just in time for Freshers' season – when students are juggling busy schedules and need quick, comforting food to keep them going.

According to new research from Subway®, **91%** of Brits admit to finding sanctuary in

“comfort carbs”, with **77%** confessing to craving a jacket potato after a night out.

And **over half (58%)** of young Brits claim they would choose a Full English on top of a jacket potato over a traditional fry up for their post-party recovery.

**Almost a third (30%)** of 18–24-year-olds rely on a full English to ease a sore head, while a whopping **87%** admit they’ve skipped breakfast entirely after a night out simply because they “couldn’t face cooking.”

And it’s not just about eating – **78%** of Brits claim say that the smell of a jacket potato alone, would instantly make them feel better after a night out.

To help fuel tired students and their empty stomachs, Subway will be embarking on a 20-stop UK tour, rolling up to cities and university campuses to dish out free spuds – including the Big Breakwich Spud – to hungry students and locals craving a comforting breakfast fix.

With **39%** of young Brits admitting they’d “do whatever it takes” to get the perfect hangover cure, Subway® is bringing the ultimate fix straight to them.

Travelling between Monday 13<sup>th</sup> October and Friday 7<sup>th</sup> November, stops will include University of Kent, University of Reading, University of Birmingham and University of Cardiff – along with many more.

**EMEA Senior Marketing Director at Subway® Kirstey Elston, said:** *“We’ve all been there – after a big night out, only proper comfort food will do. Introducing the Big Breakwich, but on a Spud! It’s hearty, warming and full of flavour – the ultimate pick-me-up to get you back on your feet. Whether you’re straight in from the dance floor or just in need of a cosy meal to brighten your day, it’s the all-day-breakfast hug you didn’t know you needed.”*

Since the Spudway® national launch last month – Subway’s new range of freshly made, hot, fluffy, jacket potatoes, over half a million spuds have been sold across the UK & Ireland – contributing to incremental sales growth for Subway’s franchisees, a noticeable uplift in traffic, and strong engagement across digital and third-party delivery platforms.

Enjoyed solo or as part of a meal deal – which includes a spud, drink, plus crisps or cookie, guests can choose from British staples like **Cheese & Beans** and **Tuna Mayonnaise**, opt for Subway icons such as **Chicken Tikka** and **Meatball Marinara**, or turn any Sub into a spud using the wide variety of ingredients available in-store.

## **University Tour Dates:**

### **Week 1**

- University of Kent – Monday 13th October
- University of Greenwich – Tuesday 14th October
- Brunel University – Wednesday 15th October

- University of Surrey – Thursday 16th October
- University of Reading – Friday 17th October

## Week 2

- University of Sheffield – Monday 20th October
- University of Nottingham – Tuesday 21st October
- Loughborough University – Wednesday 22nd October
- Birmingham City University – Thursday 23rd October
- University of Hertfordshire – Friday 24th October

## Week 3

- University of Gloucestershire – Tuesday 28th October
- Cardiff University – Wednesday 29th October
- UWE Bristol – Thursday 30th October
- University of Bath – Friday 31st October

## Week 4

- University of Liverpool – Monday 3rd November
- Leeds Beckett University – Wednesday 5th November
- University of Hull – Thursday 6th November
- Northumbria University – Friday 7<sup>th</sup> November

More locations to be announced - to keep track of where Subway's food truck is headed next, keep an eye on [www.subwayukireland.com/studenttour](http://www.subwayukireland.com/studenttour) and the official [Subway Instagram](#) for all the latest location updates.

TikTok: [@SubwayUKIreland](#)

Instagram: [@subway\\_ukIreland](#)

Facebook: [www.facebook.com/SUBWAYUK](http://www.facebook.com/SUBWAYUK)

YouTube: [SUBWAYUKIreland](#)

**-ENDS-**

## ***NOTES TO EDITORS***

Survey of 2,000 British adults was commissioned by Subway via 3Gem in September 2025.

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## **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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