

# Subway® Announces New Menu Items for the New Year

*Subway® is kicking off 2026 with even more flavour, freshness, and better-for-you choices with the launch of two brand-new Subs –Breaded Chicken and Smashed Falafel – both available from 7<sup>th</sup> January*

- Subway® adds **Breaded Chicken** and **Smashed Falafel** Subs to the menu, starting the year off right with two new delicious options – **your new chicken sarnie is baked, not fried**, and ready for you to build just how you like it
- Making a return with a new and improved recipe is the Oat & Raisin cookie
- Hungry Subway Rewards® members can also get 30% off any Sub from 7<sup>th</sup> to 13<sup>th</sup> January, and enjoy a range of tasty SubYay deals and offers weekly via the Subway® app
- Subway's new Breaded Chicken Sub will be available to enjoy nationwide from Wednesday 7<sup>th</sup> January 2026
- The new Smashed Falafel Sub is being trialled in 300 UK stores, and will be available to try from 7<sup>th</sup> January until 24<sup>th</sup> March, or while stocks last

**6<sup>th</sup> January 2026:** Subway® is kicking off 2026 with a new **breaded chicken sarnie** that puts a lighter twist on a classic favourite, as well as a new **Smashed Falafel Sub** - available from 7<sup>th</sup> January.

**Baked, not fried**, the new **Breaded Chicken Sub** features a brand-new filleted chicken breast that is quadruple coated and baked to golden perfection.

This is your new chicken sandwich - built on freshly baked bread and fully customisable exactly how you like it. Choose to pile on every veggie, go light on the sauce, cheese and toasted, or maybe not - proving great taste doesn't have to come with compromise.

Looking for the ultimate bite to start your new year? Try the new **Breaded Chicken Sub** with crispy maple streaky bacon, melted cheese, sweet chilli sauce and loaded with your choice of fresh salad and veggies.

Ideal for plant lovers and those seeking bold new flavours, the Smashed Falafel Sub is being trialled in 300 UK stores from 7<sup>th</sup> January until 24<sup>th</sup> March, or while stocks last.

Suitable for vegans, this vibrant new sub brings together falafel made from green chickpeas, blended with a mix of fresh herbs and spices. Packed with green goodness, it's served in freshly baked bread with crisp veggies and topped with any of your favourite sauces – a nutritious and satisfying choice to power the new year.

The new Breaded Chicken and Smashed Falafel additions are available as a Footlong or 6-inch Sub, Wrap, Salad, or Spud, with a 6-piece side portion of Falafel Bites hitting the menu too. As always, Subway lets you make it how you like it, with both options fully customisable so you can enjoy your meal just the way you like it.

No Sub is complete without a sweet treat. Back by popular demand, Subway also announces the return of its fan-favourite Oat & Raisin Cookie – delivering the same familiar flavours, now with a new and improved fibre-rich recipe that's packed with even more raisins.

Serving up even more flavour, freshness, and better-for-you choices, Subway continues to innovate and expand its range of tasty and balanced options with new menu additions.

**Cathy Goodwin, Interim Director of Culinary & Innovation Subway® EMEA**, said: *“We’re excited to introduce the Breaded Chicken Sub as a bold new addition to our menu, delivering a seriously craveable combination of flavours. With baked, not fried chicken and the freedom to make it your way, it’s a hearty new indulgent Sub designed to kickstart the new year with big taste and freshness.*

*We’re also kicking off the year by trialing our new Smashed Falafel Sub in 300 UK stores, offering a vibrant, flavour-packed plant-based option as we continue to expand choice across our menu.”*

The good news doesn't stop there, as hungry Subway Rewards members can also enjoy 30% off any Sub\* from 7th –13th January, plus a season full of savings with new SubYay deals running weekly\*\* on the Subway app.

Subway's new Breaded Chicken Sub and the returning Oat & Raisin Cookie will be available nationwide from Wednesday 7<sup>th</sup> January 2026. The Smashed Falafel Sub is being trialled in 300 participating UK stores, and will be available from 7<sup>th</sup> January until 24<sup>th</sup> March, or while stocks last. To find your nearest open Subway store, visit [www.subway.com/en-GB](http://www.subway.com/en-GB)

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**NOTES TO EDITORS**

**For more information** please contact:

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\*Between 7th and 13th January 2026, registered and activated Subway Rewards® members will be able to get 30% off any Sub. One use. Extras charged at full price. Cannot combine with other offers. Valid at participating Subway® restaurants.

\*\*See Subway® app for specific offer availability and T&Cs.

### **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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