

# Subway® Saddles Up for Summer With Buttermilk Ranch Sauce Now Available in Stores

Subway® has responded to a growing appetite for ranch in the UK with the launch of its all-new Buttermilk Ranch sauce, now available in stores nationwide.

The arrival comes as ranch fever sweeps social media, with many discovering the iconic condiment for the first time at recent football matches, sparking thousands of online reactions and a 20% search interest increase over the last month\*. In the US, the Transportation Security Administration (TSA) had to warn fans not to smuggle the creamy condiment out of the country in their carry-on luggage as huge numbers of spectators took to social media to demand more ranch in the UK. One person on X said: "Why did no one tell me about ranch sauce?" while another person commented: "Who's going to start the ranch pipeline to Europe?".

And while the internet discovered ranch, Subway® delivered it – adding Buttermilk Ranch to its wide sauce lineup and introducing its latest addition, the new **Chicken Nacho Ranch**. Combining succulent rotisserie-style chicken, cool original Doritos, double mozzarella and cheddar, finished with the new creamy and tangy Buttermilk Ranch Sauce – a standout summer flavour.

To introduce Brits to the new cool classic, Subway® stunned a suburban street in South London with a special delivery of its new Chicken Nacho Ranch Sub from a cowboy dubbed the 'Ranch Ranger' on horseback.

Decked in double denim – and a double holster stocked with Buttermilk Ranch – the 'Ranch Ranger', show jumper [Fabian Williams](#), trotted through the city to hand-deliver Subway®'s newest menu additions in a photo-worthy moment stopping Londoners in their tracks.

The custom outfit put a signature spin on cowboy-core, featuring hand-finished embroidery, Western fringe, gold studded detailing, and of course Subway®'s signature green and yellow weaved throughout - serving looks, Subs, and a whole lot of ranch.

**EMEA Senior Marketing Director at Subway®, Kirstey Elston said:** "Ranch has taken the UK by storm over the past few weeks, with fans going to increasingly creative lengths to get their hands on it – including smuggling bottles home in their carry-on. So, we decided there was only one way to announce its arrival at Subway – enter our very own Ranch Ranger, saddling up in full cowboy attire and riding in to save the day (and everyone's carry-on allowance) by bringing the ranch straight to them!"

**Cathy Goodwin, Director of Culinary & Innovation at Subway® EMEA said** "Ranch has been having a real moment – and it's a flavour people have been actively seeking out. From social feeds, to supermarkets, and now, to our menu – we're excited to introduce Buttermilk Ranch to our wide sauce line up this summer and as another way for guests to have it their way."

From your favourite Sub, Salad, Wrap or Spud, Buttermilk Ranch is a creamy and tangy addition made to level-up your order with a cool, classic finish.

Buttermilk Ranch is available now across participating Subway® restaurants in the UK.

To find your nearest open Subway® store, visit [www.subway.com/en-GB](http://www.subway.com/en-GB)

TikTok: [@SubwayUKIreland](#)

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

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

YouTube: [SUBWAYUKIreland](#)

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## NOTES TO EDITOR

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\* According to Google Trends, search interest for "ranch sauce" in the United States increased during the FIFA World Cup period compared with the preceding weeks (Google Trends, U.S., June 11–July 16, 2026; accessed July 16, 2026).

### **About Subway® Restaurants**

Subway serves freshly made, customizable meals to millions of guests every day. Each order is hand-crafted using crisp veggies, freshly baked bread and simple, quality ingredients that help keep guests energized.

Around the world, Subway's more than 35,000 restaurants are independently owned and operated by thousands of dedicated franchisees who serve their local communities with great tasting, accessible food at a compelling value.

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### **Costume Details**

Costume designed by Viva Wright

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