

Subway® Signs Master Franchise Agreement with Emerging Bites Holdings to Add 300 Restaurants Across Central Europe

Subway® has signed a new Master Franchise Agreement with Emerging Bites Holdings GmbH (Emerging Bites) to open 300 new restaurants across Austria, Hungary, Slovakia, Slovenia and the Czech Republic over the next ten years.

The agreement marks Subway's sixth new master franchise agreement across EMEA in under 18 months, following partnerships in Pakistan, Azerbaijan, the Nordics, Spain and Portugal, and Qatar, underscoring the pace of the brand's international growth.

Under the agreement, Emerging Bites will develop and operate Subway restaurants across all five markets and will take over the support of the region's existing franchisees. The group will introduce Subway's latest restaurant design, build modern digital ordering and loyalty capabilities and invest in supply chain, marketing and operational standards across the region.

“Emerging Bites is exactly the kind of partner we want leading Subway's growth in Central Europe,” **said Tracy Gehlan, President of Europe, the Middle East and Africa at Subway.** “The team has the expertise, knowledge, and operational capability to build a strong Subway presence across all five markets. We're confident they will deliver an excellent experience for guests as they continue Subway's strong expansion across the region.”

Emerging Bites is led by Farshad Abbaszadeh, founder of German Doner Kebab (GDK), which he built from a single restaurant in Dubai in 2013 into an international franchise with over 170 restaurants across several continents.

“We are excited to bring Subway to guests across Austria, the Czech Republic, Hungary, Slovakia and Slovenia,” said **Farshad Abbaszadeh, Founder & CEO of Emerging Bites.** “This partnership reflects our confidence in Subway's brand strength and our commitment to becoming a leading quick service restaurant operator in Central Europe.

“We are operators before anything else. We will invest in modern restaurant formats, strong local supply and the digital capabilities today's guests expect – and we will do it together with the franchise partners who have built the brand in the region.”

Headquartered in Vienna, Emerging Bites brings together a team that speaks the languages of all five markets and carries deep knowledge of the Central and Eastern European region.

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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. Subway® is a globally registered trademark of Subway IP LLC or one of its affiliates. © 2026 Subway.

About Emerging Bites

Emerging Bites is a Vienna-based restaurant group that partners with global brands to develop them across Central and Eastern Europe and invests in emerging restaurant concepts. Built by founders and run by operators, the group combines franchise development expertise with hands-on restaurant operations. www.emergingbites.com

<https://regional.newsroom.subway.com/Press-Releases?item=122744>