Get Your Own Way This Christmas: Subway's® Ultimate Festive Menu Returns

Available in Subway Restaurants Nationwide From 4th November 2026

- Subway® launches the Ultimate Festive Sub featuring rotisserie-style chicken, streaky bacon, sage & onion stuffing mix, American-style cheese, cranberry sauce, and a brand-new Gravy Mayo served on Subway's freshly baked Sage & Onion stuffing topped Bread. Subway® believes the best festive sarnie is the one where you get your own way. Don't fancy bacon? Leave it out. Want extra cheese? Do it. Add Gravy Mayo or stuffing to your favourite Sub - Why not? Or ask for something that isn't festive at all? Go for it. Get your own way, at Subway
- Not a Sub person? Get your Ultimate Festive fix as a Spud, Wrap, or Salad
- Drizzle or dunk? The new Gravy Mayo is also available in its own Dunk Pot so guests can dunk their festive favourites, or their go-to Sub
- Sweet treat lovers can indulge in two new limited-edition cookies: the Chocolate Hazelnut Cookie and the melt in the middle Chocolate Filled Cookie
- Subway® is also launching a range of limited edition plushies available exclusively with the new Footlong Ultimate Festive Sub Meal Deal*, giving guests the ultimate collectable treats each week. The excitement kicks off on 18th November with the release of 'FootLongy', the first of five weekly characters to collect.
- Subway's Festive range is available nationwide across the UK & ROI from Wednesday 4th November 2026 to Tuesday 5th January 2027

27th October 2026: Subway® has today revealed its highly anticipated festive menu, throwing themselves into the ultimate Christmas sandwich debate. Available from 4th November in restaurants nationwide across the UK and ROI, the new limited time menu features the Ultimate Festive Sub, Ultimate Festive Spud, two decadent new festive cookies; Chocolate Hazelnut Cookie and Chocolate Filled Cookie as well as their brand-new Gravy Mayo.

Every festive season, brands claim to have created the ultimate Christmas sandwich, but Subway® believes the best festive sarnie is the one where you get your own way - don't fancy bacon? Leave it out. Want extra cheese? Add it. Gravy Mayo or stuffing or something

that isn’t festive at all? Go for it. Get your own way, at SubwayAt the heart of the new menu is the Ultimate Festive Sub, packed with succulent rotisserie-style chicken, streaky bacon, melted American-style cheese, sage & onion stuffing mix, sweet and tangy cranberry sauce, and the star of the season: Subway’s brand-new Gravy Mayo. To add to the seasonal flavour, the Sub is served on Subway’s limited-edition Sage & Onion stuffing topped Italian white bread – baked fresh in store daily with a crunchy, classic combination of sage & onion breadcrumbs. For those who love to dunk, Subway is also introducing the Gravy Mayo Dunk Pot. Whether you prefer your creamy, gravy-flavoured mayo drizzled straight onto your Sub or served on the side for ultimate dipping action, Subway isn't judging!

Continuing from the success of its jacket potato offering, Subway’s Ultimate Festive Spud brings all the comforting Christmas flavours of the Ultimate Festive Sub but loaded on top of a fluffy jacket potato. You can also get your own way and enjoy the Ultimate Festive Sub as a Wrap or Salad.

To satisfy sweet cravings this season, Subway has expanded its iconic cookie lineup with two new festive creations:

- Chocolate Hazelnut Cookie: A delicious combination of crunchy hazelnut and salted caramel pieces, mixed with milk chocolate and white candy chips.
- Chocolate Filled Cookie: Cocoa cookie dough packed with milk, white, and dark chocolate chips, featuring a rich, melted chocolate sauce centre.

Cathy Goodwin, Director of Culinary & Innovation Subway® EMEA, said: “Everyone has a strong opinion on what belongs in an iconic Christmas sandwich, and at Subway® we think the best festive sarnie is the one where you get your own way. So, we’ve given you the lot: rotisserie-style chicken, streaky bacon, cranberry sauce and sage & onion stuffing, all on our new stuffing topped bread, baked fresh in store daily, and a brand-new creamy Gravy Mayo. Drizzle it or dunk your Ultimate Festive Sub straight into it! Then finish with our new Chocolate Hazelnut and melt-in-the-middle Chocolate Filled cookies.”

Subway’s new festive menu is available in restaurants across the UK and ROI from Wednesday 4th November 2026. Guests can order in-store, via the Subway® App for collection, or through third-party delivery partners including Just Eat, Uber Eats, and Deliveroo.

To add even more festive joy, guests can also collect limited-edition Subway® Family plushies when purchasing a Ultimate Festive Footlong Sub Meal Deal* in-stores from 18th November to 31st December. With a new character dropping every Wednesday and only 100 plushies per store, fans will need to act fast to collect the whole family before stocks run out!

To top off the festive celebrations, Subway® is also rolling out exclusive weekly savings for Subway Rewards® members. Running across four weeks from Monday 30th November until

Sunday 27th December, members will receive a new offer each week.

Hungry for more? Don’t let these festive offers pass you by. Download or sign in to the Subway Rewards® app today.

To find your nearest open Subway store, visit www.subway.com/en-GB

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NOTES TO EDITOR

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About Subway® Restaurants

Subway serves freshly made, customizable meals to millions of guests every day. Each order is handcrafted with crisp veggies, freshly baked bread, and simple, quality ingredients to keep guests energized. Around the world, Subway’s thousands of 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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*For a limited time, between 18th November and 22nd December 2026, the Footlong Ultimate Festive Sub Meal Deal is available for purchase at participating Subway® restaurants while weekly plushie stocks last. In-restaurant orders only, not valid for orders placed on kiosks or mobile ordering. One plushie per Footlong Ultimate Festive Sub Meal Deal purchased, only 20 plushies available per restaurant per week. Plushie character cannot be chosen and changes weekly. Plushie not suitable for children under 3 years. Festive Plushie Meal Deal includes a Footlong Ultimate Festive Sub, with a regular dispensed or hot drink or a bottle of water, two treats (one regular cookie and one packet of crisps, or two regular cookies, or two packets of crisps) and a Subway® Family Plushie. Extras and alternative bottled drink available at additional cost. No other substitutions to Footlong Ultimate Festive Sub Meal Deal permitted. Cannot combine with other offers. Footlong Ultimate Festive Sub Meal Deal prices may vary by restaurant.

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