

APRIL FOOLS: SUBWAY® SURPRISES WITH SWEET NEW 'FOOTLONG FAIRY BREAD'

1 APRIL 2024: Subway® Australia and New Zealand will surprise and delight its guests with a playful twist on a beloved childhood treat.

In a mischievous move to spark joyful memories, Subway is introducing its first ever sweet Subway Footlong® sub, ***Footlong Fairy Bread***.

The *Footlong Fairy Bread* Sub, a whimsical addition to the Subway menu, pays homage to the retro crowd-pleaser.

Imagine colourful sprinkles scattered over fluffy white bread, adorned with lashings of creamy butter – a childhood party favourite reinvented Subway style.

Available exclusively in Subway restaurants across Australia and New Zealand on 1 April, the *Footlong Fairy Bread* promises to be a technicolour treat for fans of the iconic brand.

A Subway spokesperson said the new creation is a shift from their usual offerings but is a sparkling example of the brand's commitment to innovation and fun.

"We are thrilled to be sprinkling magic across Australia and New Zealand with this celebration go-to as we bring the *Footlong Fairy Bread* to our guests," they said.

"*Footlong Fairy Bread* is a delightful fusion of childhood nostalgia and Subway's fresh thinking, creating a feel-good experience for guests.

"As hot cross buns start to leave store shelves, they can now sub in our *Footlong Fairy Bread* as the perfect sweet treat."

As a limited time offering, Subway anticipates it will have hundreds and thousands of guests wanting a taste of their new sweet sub creation and is keeping an eye on the Subway social media pages for feedback.

Footlong Fairy Bread is available at participating Subway restaurants on 1 April. You would be a fool to miss out!

For further information, visit: subway.com/en-AU.

Additional assets available online: [Photos](#)
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<https://regional.newsroom.subway.com/SUBWAY-R-SURPRISES-WITH-SWEET-NEW-FOOTLONG-FAIRY-BREAD>