

A NEW ERA FOR SUBWAY® HAS ARRIVED

SIMPLER, FASTER, AND PACKED WITH FLAVOUR

17 FEBRUARY, 2025: Subway® is redefining convenience and crave-worthy flavour with the launch of its new **Signature Menu** across Australia and New Zealand – executing the biggest shake-up to their menu in the brand’s history. This game-changing upgrade is a bold step in Subway’s mission to provide more Aussies and Kiwis with better-choices in quick service food options.

Designed for today’s busy lifestyle, the **Signature Menu** offers everyone’s beloved Subway® flavours, now with expertly crafted ingredient combinations that deliver the ultimate taste experience - without the hassle of customers having to select every ingredient. It’s all about **making ordering simpler, faster, and more satisfying than ever.**

Subway® Australia & New Zealand Director of Marketing, Rodica Titeica, said the move reflects consumer preferences for quick, easy, and delicious meals that fit seamlessly into their increasingly busy lives.

“We know that Aussies love our food, but we also recognise the increasing pressures on everyone’s time and mental load. People want **hassle-free, great-tasting meal solutions that are quick, simple to order and easy to get,**” Ms Titeica said.

“By introducing **Signature Menu**, we’ve taken the guesswork out of ordering, offering delicious, tried-and-tested flavour combinations that Subway customers already love. **It’s more of the things people love about Subway, the less of what they don’t.**”

CUSTOMISATION WITH MORE CONVENIENCE

While the new **Signature Menu** offers a simpler ordering experience, Subway® remains the home of personalisation, with customers able to make changes to ingredients as they like.

Subway® loyalists who like to create their own will still be able to select each ingredient, sauce, and toppings just as they always have.

CURATED FLAVOURS, MADE TO LOVE

Each **Signature Menu** item has been carefully crafted to deliver the **best possible eating experience**, with combinations of Subway's top proteins, cheeses, salads, and sauces, plus recommendations on toasting, bread pairings and add-ons.

"We're confident customers will find loads of flavours they will love on the new **Signature Menu**, while others may discover a **new go-to** they've never tried before," Ms Titeica said.

"Innovation is a core focus for Subway, and we already have a line-up of exciting new flavours which will be introduced as the menu continues to evolve."

TASTY MADE EASY - STARTING TODAY

Starting today, Subway® customers across Australia and New Zealand can experience the **Signature Menu** in-store and online. Each flavour can also be requested in a wrap or salad format, with easy options to customise or change ingredients if desired.

The **Subway® Signature Menu** makes **ordering simpler, faster, and tastier** - so Aussies can spend less time deciding and more time enjoying.

That's **tasty made easy**.

The Subway® Signature Menu features 17 inaugural Subs, including a Chicken Classic with old English Style cheese, lettuce, tomato, onion, garlic aioli, on toasted Italian Herb & Cheese bread and Subway's take on the Italian B.M.T with salami, pepperoni, leg ham, mozzarella, lettuce, tomato, onion, capsicum, olives, mayonnaise, untoasted on Italian Herb & Cheese bread. Subway's new Signature Menu is available from today, bringing a fresh era of flavour and convenience for both new and returning guests.

-ENDS-

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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