

# THE SUBWAY® LIMITED EDITION FESTIVE SEASON COOKIE IS BACK BY POPULAR DEMAND – WITH A ZESTY TWIST

25 NOVEMBER, 2024: Fresh out of the oven, Subway® has today announced the return of its beloved limited edition festive cookie, but with a bold and citrusy upgrade.

Say hello to the NEW Choc Orange Cookie - a decadent seasonal sweet treat with a hint of vibrant orange zest that's set to drop across Australia and New Zealand Subway restaurants from Monday, 25 November.

This yuletide cookie comes on the heels of last year's smash-hit Choc Mint Cookie, which was the first new flavour introduced in almost four years and now that Subway's got the festive flavour fever, it's back with a twist that's sure to sleigh.

Inspired by the golden touches of the holiday season, this year's Choc Orange Cookie brings a blend of rich chocolate with a bright burst of citrus. For some, it's a nod to the bags of gold Saint Nicholas might slip into a stocking.

For others, it's a taste of our Southern Hemisphere sunsets. However you look at it, this cookie is here to make the season a little sweeter.

Subway Director of Marketing for Australia and New Zealand, Rodica Titeica said their cookies are an institution in their own right.

"While we might be best known for our subs, our cookies are the sweet sidekick that have won hearts across the country," Titeica said.

"To bring back another festive flavour after last year's incredible success is the ultimate way to keep the 'Cookiemas' spirit alive."

Subway sells an average of two cookies per person, per year, across Australia and New Zealand. The Choc Orange Cookie is up for grabs for a limited time only from 25 November - until sold out.

**AU:** Baked fresh in-house daily, the new Choc Orange Cookie joins the ranks of fan favourites the Chocolate Chip, Chocolate Chip Rainbow, Double Chocolate Chip, Raspberry Cheesecake and White Chip Macadamia Nut. Each cookie embodies the iconic Subway® signature crisp edges with a soft, melt-in-your-mouth centre.

**NZ:** Baked fresh in-house daily, the new Choc Orange Cookie joins the ranks of fan favourites the Chocolate Chip, Chocolate Chip M&M, Double Chocolate Chip, Oatmeal Raisin and White Chip Macadamia Nut. Each cookie embodies the iconic Subway® signature crisp edges with a soft, melt-in-your-mouth centre.

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### **About Subway®Restaurants**

As one of the world's largest quick service restaurant brands, Subway serves freshly made-to-order sandwiches, wraps, salads and bowls to millions of guests, across more than 100 countries and territories in nearly 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network that includes thousands of dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

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