

TALK ABOUT QUICK SERVICE: SUBWAY ANZ BOOSTS FOOD DELIVERY MARKET BY \$181.5MILLION IN LAST YEAR ALONE

Subway® reveals insatiable demand for delivery as more Australians turn to app-based ordering.

January 2022: ANZ's largest quick service restaurant brand, Subway®, has today revealed an insight into their consumers' eating habits over the past year which shows the number of Aussies and Kiwis turning to app-based ordering exponentially growing year-on-year.

Subway's data reveals that on average 1-in-5 Subway® guests in Australia orders through a third-party app.

Acting Subway® Australia and New Zealand Country Director, Scott Buckman, said these results were promising in 2021 and showing similar trajectory moving into 2022.

"Guests choosing to order their favourite sub through an app has doubled since June 2020. This is largely due to 91% of our restaurants being able to service UberEats, Deliveroo, DoorDash and Menulog," Mr Buckman said.

"The above figures outline Australia's strong growth in this tech-based ordering sector. Looking at the New Zealand market, UberEats accounts for a 6% growth in app-based orders over the past year. That accounts for 7% of guests through our restaurants which is over 440 transactions per Subway® restaurant per month."

"Given the success of our third-party delivery partnerships with UberEats in the New Zealand market, we are excited to announce that Menulog will soon be an additional delivery service for our Kiwi guests to use, which means we expect to see these delivery figures soar even higher in 2022."

With the addition of Menulog in quarter one, Subway® will be able to increase app-based ordering which is currently offered by 68% of their New Zealand restaurants.

National Retail Association CEO Dominique Lamb said the extraordinary uptake of food delivery could be attributed to the adventurous nature of Australian consumers, as well as the ability of local retailers to understand and respond to market demand.

“We’ve always known that Australian consumers are early adopters when it comes to technology, and our use of food delivery apps has been no different,” Ms Lamb said.

“These figures also show just how Australian retailers are able to adapt quickly to changes in demand, and to take up new opportunities for securing or expanding their customer base.

“Of course, COVID lockdowns have accelerated this process, but that has been yet another way in which our retailers – in this case Subway® Franchisees – have been nimble and responsive to new trends.”

Subway® Franchisee, Dallas Mulholland who has seen a significant increase over the last quarter in app-based ordering adds, “many guests are time poor and need something healthy that’s delivered to their door.

Over the last ten weeks, we have averaged over 20% of our sales through the four main delivery providers. This figure has been steadily growing over the last 18-months (respectively).”

Mr Buckman reiterated that wherever Subway® guests ordered, be it via app-based technology or in-restaurant, Subway® restaurants will continue to deliver on their mission in providing guests with the foods they crave, personalised to their liking, and readily available.

“Whether delivered to their door or ready for pick-up, guests can choose to build their mouth-watering masterpiece with our full range of ingredients, just the way they like it, for whenever they like.”

Download the Subway® app for mobile orders and express pick-up via the App Store or Google Play. More information about Subway’s menu is available at subway.com.au.

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For further information about Subway®, please contact:

Rhys Reynolds, Australia and New Zealand Communications Manager

Reynolds_r@subway.com / 0466 816 693

ABOUT SUBWAY® RESTAURANTS

Subway® offers a fresh alternative to traditional fast food. Guests can choose from millions of combinations of premium-quality meats, cheeses, fresh vegetables, and cookies & bread baked daily. With around 1,300 locations across the country, Subway is Australia’s largest restaurant chain and serves nutritious and delicious subs, salads, wraps along with its iconic cookie range.

Founded more than 50 years ago, Subway® remains a family-owned business with

restaurants in more than 100 countries.

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