

AUSTRALIA'S PRAYERS HAVE BEEN ANSWERED AS SUBWAY® LAUNCH FIRST SANDWICH KEBAB, THE "SUBBAB"

31 March 2023: Subway® fans are set to race to their local this weekend with the news the brand is bringing its famous fresh thinking to the late-night hours with the launch of its very first sandwich kebab, the "SubBab" on Saturday, 1 April.

From midnight tonight, Subway will be rolling out the SubBab across select restaurants in Australia as a fresh alternative to the kebab, one of the most popular midnight snack choices.

The SubBab features a layer of creamy garlic aioli sauce, filled with the infamous doner kebab meat, topped with the classic kebab salad components of crispy iceberg lettuce, onion slices, and fresh tomato, all inside a Subway Footlong® Sub wrapped in foil.

A Subway spokesperson said they are excited to see the response for the new sub and hope it will become the go-to kebab choice on nights out.

"We wanted to tap into the late-night trading period so that our guests always have a freshly made food option. The SubBab is a twist on the original kebab, only bigger-er," they said.

The inspiration behind the SubBab grew from Australia's love of rotisserie-style meat, especially after-hours.

"The kebab is an iconic midnight staple that every person has enjoyed at one point or another, so it only seemed natural to reimagine a loved favourite into a fresh fix they won't regret in the morning – unlike some other decisions."

The brand anticipates the SubBab to be a hit with existing and new fans, along with critics, and is keeping its eye on the increasing comments on its TikTok and Facebook posts respectively for feedback.

The SubBab will be available in select restaurants in Australia for a limited time only from 1 April 2023.

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

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 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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