

SUBWAY® PARTNERS WITH RSL AUSTRALIA TO DELIVER MEANINGFUL TREAT THIS ANZAC DAY

April 7, 2025: The Anzac biscuit is a beloved tradition in remembrance of the enduring ANZAC legacy. This April, Subway® plans to honour the Aussie classic by giving back directly to veterans.

In partnership with the Returned & Services League of Australia (RSL) and true to the traditional recipe, Subway® has launched a limited-edition Anzac biscuit baked to golden perfection.

More than just a delicious treat, the Subway® Anzac biscuit gives back to veterans and their families, with proceeds from every biscuit sold supporting crucial programs run by the charity.

RSL Australia National President Greg Melick says fundraising by Subway® will directly support programs that advocate for the rights and welfare of veterans nationwide while honouring those who have served.

“This vital support from Subway will be important in the lead up to and around Anzac Day this year and the funds from Anzac biscuit sales will support the welfare and care of veterans across Australia,” Greg Melick said.

“It is assistance like this from Subway that helps us ensure veterans receive the best possible support and services.

“We’ve been supporting our veterans since 1916, and initiatives like this Subway Anzac Biscuit allow us to continue to evolve our programs to meet the needs of each generation of service men and women.

“At a time when many Australians are buying Anzac biscuits as a tribute to those who have served our nation, Subway will be using the traditional Anzac recipe that dates back to World War One, and funds raised will assist veterans,” Greg Melick said.

Subway® has also partnered with The Royal New Zealand Returned and Services’ Association (RSA) to give back to veterans and their families in New Zealand.

RSA’s National President Sir Wayne Shelford says fundraising by Subway® will go directly to the National Poppy Trust: a central fund used to provide support directly to veterans in need, funding anything from house repairs, accessibility improvements, medical treatment and

mental health support, through to helping to alleviate financial hardship for veterans.

“The RSA delivers much needed support to New Zealand’s veterans of military service and their whānau. Because we’re not funded, we are reliant on donations to deliver our support services across the country.

“We are incredibly grateful for the opportunity to partner with Subway this April. Their Anzac biscuit promotion not only raises the profile of our veterans and their sacrifices, it helps raise critical funds that will be used to directly support them.”

Staying true to the iconic recipe, the Subway® Anzac biscuit features the classic combination of golden syrup, oats, and coconut, baked to perfection with a crisp edge and soft centre.

Subway® Managing Director for Australia and New Zealand, Shane Bracken, says this initiative is a meaningful way to give back to those who have served.

“The Anzac biscuit is more than just a classic treat – it symbolises remembrance and respect. We knew we wanted to do something special to pay tribute to the mateship, courage and resilience our ANZACs stood for. Through our partnership with RSL Australia and RSA New Zealand, we’re ensuring every biscuit sold contributes to real support for veterans and their families.”

“This April, we want our guests to know that by purchasing an Anzac biscuit in one of our restaurants across Australia and New Zealand, not only are they enjoying a delicious treat, but they can feel good knowing they are also giving back,” Mr Bracken said.

The Subway® Anzac biscuit is available for a limited time across Australia and New Zealand restaurants from 7 April to 4 May 2025, or while stocks last.

Additional assets available online: [Photos](#)
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