NO JOKE! SUBWAY® BRINGS BACK THE FAN-FAVOURITE SUBDOG – BIGGER AND BETTER THAN BEFORE

Subway Australia

2 SEPTEMBER 2024: For a strictly limited time, Subway® is unleashing its iconic SubDog from 2 September to 6 October 2024.

The American-style hotdog with mozzarella cheese, tomato sauceand limited-edition tangy mustard is back, with Subway delivering an even bigger and better SubDog than the 2022 cult-classic.

SubDog started as an April Fools' Day joke in 2022, but a huge swell of public interest saw Subway bring the concept to life and into restaurants across Australia and New Zealand.

The first iteration of SubDog became Subway's most successful new product launch to date and sold out before the campaign ended.

Starting from $6 for a Subway 6-Inch® SubDog, the limited time product offers exceptional value. And now, thanks to a thicker and heavier hotdog created in partnership with DON®, delivers a more filling and satisfying experience for guests.

Subway Sandwich Artists™ recommend levelling up the SubDog with onions, pickles and jalapenos for the ultimate hot dog experience or doubling down with an added extra of smoky bacon.

In great news for condiment connoisseurs, the limited-edition tangy mustard can be used across the entire Subway range from 2 September to 6 October.

Subway Director of Marketing for Australia and New Zealand, Rodica Titeica said the team is excited to welcome this fan-favourite back to the menu.

“We were overwhelmed by the response to the SubDog in 2022 so we’ve challenged ourselves to create a bigger - and what we are confident is - an even better SubDog, that provides exceptional value and taste for our guests,” Ms Titeica said.

“Subway is delighted to partner with DON – one of Australia’s biggest and most well-respected names in smallgoods – to deliver more of the high-quality, delicious product that gives guests crave with every bite.”

“Whether you’re out and about grabbing lunch, looking for a delicious afternoon snack, or a great value dinner, we encourage all guests to act quick and snap up a SubDog before they sell out, again!”

SubDog is available in restaurant and on delivery platforms as a Subway 6-Inch® sub or a Subway Footlong® sub.

From 2 September, guests can also enjoy a SubDog Combo including a SubDog Subway Footlong® sub, two cookies and 600ml drink for RRP $15*.

In partnership with DoorDash, there will also be four special SubDog offers released throughout the campaign period as part of their ‘Famous Feeds’ deals.

More information and nutritional details are available at subway.com/en-au

*In restaurant and delivery prices differ. Prices may also differ at local Subway restaurants.

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