



**All Subway®'s Six-inch Subs, flatbreads and salads are 600 calories or less – what better way to eat within your daily calorie limit!**

**Embargoed, 00.01, 26<sup>th</sup> February:** Subway® stores, the largest on-the-go multi-store brand in the UK and Ireland, is proud to support the Food Standards Agency Northern Ireland and their *Know Your Calories* campaign.

Knowing your recommended daily intake of calories is a crucial first step in eating a balanced diet in and out of home. The FSA's *Know Your Calories* campaign flags the average calorie intake for men and women: no more than 2,500 calories each day for a man, 2,000 for a woman.

With over 100 Subway® stores operating across Northern Ireland, we have ensured that it is easy to *Know Your Calories* and keep within your daily calorie recommendation. The calorie total for each Six-inch Sub, flatbread and salad is found on our menu boards, as well as on the Subcard® app and online at subway.com. More information can also be found on the allergen and nutrition posters found in-store.

What is more, at Subway® stores, our entire menu, every Six-inch Subway® Sub, flatbread and salad, paired with a low or no sugar drink, is 600 calories or less.

The great news is, if you fancy a Sub you don't need to avoid your favourites. So a Meatball Marinara Six-inch Sub is 438 calories. A Big Beef Melt is 402 calories. And an Italian B.M.T.® is 412 calories.

Or if you prefer something from our Low Fat range, a Six-inch Sub contains less than 370 calories. For example, a Turkey Breast Six-inch Sub contains just 276 calories and a Chicken Tikka Six-inch Sub contains just 309 calories.

The Subway® brand, with over 2,500 stores throughout the UK and Ireland is the nation's largest Quick Service Restaurant brand. This means we have an important responsibility to lead the sector and its one we take very seriously.

Sacha Clark, Marketing Director Subway® UK and Ireland, comments:

*"As the category leader in offering healthier on-the-go menu choices, we are delighted to support the 'Know your Calories' campaign. All Subway® Subs, flatbreads and salads are less than 600 calories helping our customers keep within their daily calorie recommendation. It is really*



*important that customers looking to make healthier meal choices know they daily recommended intake of calories.”*

*“We all know that calorie counting can be difficult, but at Subway® stores we display calorie information on our menu boards making it easy for every customer to make a great choice. Every Six-inch Sub, flatbread and salad, on our menu, paired with a no or low sugar drink, is 600 calories or less.”*

*“Furthermore, the Subway® brand provides a choice of breads, including 9-grain wheat bread that’s high in fibre. Choose all the salad in a Six-inch Sub and you are guaranteed to get one of their 5-a-day for fruit and veg. It’s a choice we’re confident very few other High Street restaurants can offer their customers.”*

## **ENDS**

### **Notes to Editors**

For more information about this press release please contact: [subway@goodrelations.co.uk](mailto:subway@goodrelations.co.uk) 0207 861 2549

Nutrition information is based on Six-inch standard builds on 9 grain wheat bread. Nutrition information is correct as of February 2018 and at time of print. See [subway.com](http://subway.com) for details.

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For information on the Subway® brand please visit: [www.subway.co.uk](http://www.subway.co.uk)

Facebook: [www.facebook.com/SUBWAYUK](https://www.facebook.com/SUBWAYUK)

Twitter: @SUBWAYUK

### **The Subway® brand**

- The Subway® brand is the world’s largest submarine sandwich franchise, with more than 44,800 locations in more than 113 countries.
- Headquartered in Milford, Connecticut, the Subway® brand was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. That partnership marked the beginning of a remarkable journey, which has made it possible for thousands of individuals to build and succeed in their own business
- Subway® is a Registered Trademark of Subway IP Inc. ©2018 Subway IP Inc.
- The Subway® brand leads the QSR sector in our commitment to public health goals. Historically we were the only on-the-go brand to endorse eight of the UK Government Responsibility Deal pledges which saw us reducing salt (by an average of 48% across our menu), eliminate artificial trans fats, display energy information on menu boards, cut KJ/Kcal across the product range, increase access to fruit and vegetables as part of a balanced diet and reduce saturated fats.
- In 2017 the Subway® brand embarked on a sugar reduction programme and together with our beverages partner PepsiCo/Britvic, we have taken out 4 billion calories from our GB customer’s annual consumption, and 2 billion calories from our Irish customers’ consumption (Northern Ireland and the Republic of Ireland) from Subway stores. We are constantly looking at ways that can reformulate our menu to offer customer a choice of foods that are the best they nutritionally can be at an affordable price.