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**PRODUCE FOR BETTER HEALTH FOUNDATION RECOGNIZES SUBWAY® RESTAURANTS AS INDUSTRY CHAMPION**

**- Chain Honored At Start of National Nutrition Month for Fruit and Vegetable Education for Second Consecutive Year -**

**Milford, CT (February 19, 2014)** –Continuing its commitment to encourage customers to eat more veggies and promote healthier eating, the SUBWAY® restaurant chain was recently named a Fruits & Veggies More Matters—More Matters® Industry Champion by the Produce for Better Health Foundation.

“PBH is pleased to recognize such a diverse group of companies from the fruit and vegetable industry for their respective efforts to increase fruit and vegetable education, awareness, and consumption which helps to strengthen our collective work toward a healthier America,” said Elizabeth Pivonka, Ph.D., R.D., President and CEO of PBH.

The SUBWAY® brand was recognized for encouraging customers to build their sandwich or salad just the way they say, with their choice of fresh vegetables. This experience, the cornerstone of SUBWAY® restaurants, empowers customers- both adults and kids alike- to watch their meal made right in front of them and pile on a colorful array of vegetables.

When made to standard formula, a six-inch SUBWAY® sandwich includes two full servings of vegetables, essential nutrients vitamin A and iron, and are free of artificial trans-fat. All SUBWAY® bread is fortified with Calcium and Vitamin D, and a six inch sandwich includes the equivalent to a glass of milk. When made on 9-Grain Wheat or Honey Oat bread, each sandwich contains at least 20% daily value of fiber.

Addressing informed meal choices has been a main focus for the SUBWAY® brand, and their FRESH FIT FOR KIDS™ meals have been recognized as the healthiest in the quick-service restaurant industry by several nutrition advocacy groups including the Center for Science in the Public Interest. And all eight SUBWAY® Fresh Fit™ sandwiches are low in fat, saturated fat, and cholesterol.

All SUBWAY® sandwiches and salads can be customized with an array of vegetables, such as spinach, green peppers, lettuce, tomatoes, red onions and cucumbers. Customers can also add banana peppers,

jalapeños, pickles, and black olives. SUBWAY® Chopped Salads are also an option for customers looking to pack in extra greens. Meals can also be paired with apple slices.

#### **About SUBWAY® restaurants**

Since 1965, SUBWAY® owners have been devoted to offering customers customized made to order sandwiches with a wide range of better-for-you options. Providing easy access to vegetables, detailed nutrition, dietary, and healthy lifestyle information has been a priority for the SUBWAY® chain for many years, earning the American Heart Association's Heart Check Meal Certification in 2012 for many Fresh Fit™ meal options. As the world's largest restaurant chain, thousands of dedicated entrepreneurs have the opportunity to run their own business, while playing an important role in their communities. To learn more information about us, visit <http://www.subway.com>, like us on Facebook <https://www.facebook.com/subway> and follow us on <https://twitter.com/subway>. SUBWAY® is a registered trademark of Doctor's Associates Inc.

#### **About Produce for Better Health Foundation**

Produce for Better Health Foundation (PBH) is a non-profit 501 (c) (3) fruit and vegetable education foundation. Since 1991, PBH works to motivate people to eat more fruits and vegetables to improve public health. PBH achieves success through industry and government collaboration, first with the 5 A Day program and now with the Fruits & Veggies—More Matters public health initiative. Fruits & Veggies—More Matters is the nation's largest public-private, fruit and vegetable nutrition education initiative with Fruit and Vegetable Nutrition Coordinators in each state, territory and the military. To learn more, visit [www.PBHFoundation.org](http://www.PBHFoundation.org) and [www.FruitsandVeggiesMoreMatters.org](http://www.FruitsandVeggiesMoreMatters.org). Follow Fruits & Veggies—More Matters on Facebook or Twitter.

PBH is also a member and co-chair with Centers for Disease Control & Prevention (CDC) of the National Fruit & Vegetable Alliance (NFVA), consisting of government agencies, non-profit organizations, and industry working to collaboratively and synergistically achieve increased nationwide access and demand for all forms of fruits and vegetables for improved public health. To learn more, visit [www.NFVA.org](http://www.NFVA.org).

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