



Subway says Yes to supporting Peas Please Veg Pledge

(United Kingdom) Subway, one of the world's largest quick service restaurant brands, has signed up to the popular Peas Please Veg Pledge, in an effort to encourage its guests to make better choices by selecting extra portions of fresh vegetables or salad.

Diners popping into their local Subway restaurant will now have even more of an incentive to enjoy more of the brand's unique combination of endless vegetables and greens, adding even more healthy fillings to their subs as part of a well-balanced, better-for-you menu.

As a health conscious and forward thinking QSR brand, Subway which offers a wide choice of fresh veg in their stores, allows their guests to choose what goes into their sub, wrap or salad. Every year Subway goes through a whopping amount of fresh veg including over 3,200 tonnes of iceberg lettuce, 2,500 tonnes of tomatoes, more than 2,000 tonnes of sweetcorn and 1,600 tonnes of cucumbers.

In 2017, the UK wide initiative Peas Please was launched, led by project partners the Food Foundation, Nourish Scotland, Food Sense Wales, Food NI, and Nourish NI. The goal of the pledge is to inspire greater vegetable consumption, making it more appealing by working with leading food service companies to make them more readily available.

Subway is one of over a hundred food service providers, from farmers, retailers, restaurant chains, caterers and manufacturers that are committing to improving vegetable consumption, with a priority of targeting children and low-income groups.

Commenting on the importance of the Peas Please Pledge partnership, Angelina Gosal, Head of Marketing, Subway UK & Ireland says: "Signing the Peas Please Pledge is a fantastic opportunity for Subway to boost awareness of our unique fresh veg and salad offer across our 2,400 UK and Ireland restaurants.

Angelina added: "This initiative is part of Subway's ongoing mission to focus on encouraging people to consider adding extra veg/salads to our subs, wraps and salads and help contribute towards increasing their five-a-day."

Indu Gurung, Peas Please Project Manager said: "We are thrilled to have Subway join our group of forward-thinking businesses who are trying to help improve people's diets. Subway is encouraging their customers to include more veg in their meals and have joined our mission to make it more appealing for everyone in the UK to eat more veg."



About the Peas Please Pledge

A trail-blazing initiative focused specifically on veg, Peas Please aims to bring together farmers, retailers, restaurant chains, caterers, processors and government departments with a common goal of making it easier for everyone to eat veg. Committed to collaborative working, Peas Please is led by project partners the Food Foundation, Nourish Scotland, Food Sense Wales, Food NI, and Nourish NI who have secured engagement and support from over 150 organisations in cities, business and Governments across the UK to bring about change to the whole food system to improve people's health and wellbeing. For more information about the Peas Please, please visit www.foodfoundation.org.uk/peasplease. The partnership is funded by the National Lottery Community Fund, the largest funder of community activity in the UK, who have made this work possible.

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 more than 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network that includes more than 20,000 dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

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