



Subway® brand announces support of Public Health England

400-600-600 'One You' Campaign

- *80% of the breakfast, lunch, drinks and snacking menu meets the criteria*
 - *Largest menu offering in the campaign*

Embargoed, 00.01, 6th March: The Subway® brand is the category leader in offering healthier on-the-go menu choices is proud to partner with Public Health England and their 400-600-600 'One You' campaign.

Keeping track of calories can be difficult to get right, especially understanding just how many calories are in your on-the-go breakfast or lunch. PHE's 400-600-600 campaign provides an easy 'rule of thumb' to follow.

At Subway® it is very easy to keep track of the calories as all menu boards in Subway® stores clearly display the calorie value of standard build Six-inch Subs, the same information is provided on the Subcard® app and on Subway®'s website. More information can also be found on the allergen and nutrition posters found in-store.

Subway® has partnered with Public Health England to highlight the extensive range of breakfast and lunch options which meet the guidelines for green and amber nutritional traffic lights. This amounts to around 80% of the entire menu which falls under 400 calories for breakfast, or one of the Six-inch Subway® Subs, salads and flatbreads which, when paired with a low or no sugar drink, amount to less than 600 calories*.

The Subway® brand, with over 2,500 stores throughout the UK and Ireland is the nation's largest Quick Service Restaurant brand.

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

"We are a category leader in offering healthier on-the-go menu choices. We knew a substantial amount of our menu was already below 600 calories, it made sense for us to support the One You campaign. It's really important that customers know they have a choice and where to look when their want to make healthier meal choices. Our menu includes an extensive range of Six-inch Subs, salads and flatbreads, all fitting into the recommended daily calorie intake. At Subway® customers have a lot of choice, including breads like our 9-grain wheat bread that's high in fibre and salads that guarantee you get two of your 5-a-day. This is something we know very few high street operators can offer customers."



Dr Alison Tedstone, chief nutritionist at PHE, said:

"It's clear that excess calories are driving weight gain for many. Busy lives and too much food mean we're often eating more food than we realise – especially when we're grabbing food out and about. This can have a significant impact on our waistlines and our health.

"The 400-600-600 tip can help people make healthier choices when eating and drinking on the go. It's encouraging to see major high street companies promoting lower calorie options and we hope more will follow suit."

ENDS

Notes to Editors

*Nutrition information is based on Six-inch standard builds on 9-grain wheat bread

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For information on the Subway® brand please visit: www.subway.co.uk

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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.