



Subway® Announces Expansion of Global Food Innovation Partnership with Tastemade, Launches First “Inspired by Tastemade” Menu Offering

Milford, CT (April 2, 2019) – Subway and Tastemade have announced an expansion of their first-of-its-kind global food innovation alliance. The world’s largest restaurant chain and the modern media brand, made up of creators and food explorers united by their love and passion for great tasting food, are collaborating to create menu items designed to complement Subway’s current offerings while inspiring new tastes that guests can’t find anywhere else.

Subway and Tastemade first [announced](#) their innovative collaboration to deliver unique food offerings in North America and Latin America in August 2018. Since the inception of the partnership, hundreds of menu items have been developed using unique data and insights derived from the Tastemade audience, and tested for possible inclusion on the Subway menu. And, now U.S. Subway guests can get a taste of what’s new.

The Subway Green Goddess Tuna Melt is the first Subway “Inspired By Tastemade” innovation to hit select U.S. restaurants. A twist on a Subway favorite, the Green Goddess Tuna Melt features flaked tuna blended with mayo and topped with shredded mozzarella, spinach, fresh tomatoes, onions and a green goddess dressing. Subway is the first national quick-service restaurant chain to use green goddess dressing on a sandwich. The Green Goddess Tuna Melt is available in more than 3,000 restaurants now through April 24.

“When we initially tested this sandwich concept, consumers were intrigued by its unique flavor and craveability – and there is no denying that it is delicious. Our guests are going to love the flavor profile of this new twist on a Subway favorite,” says Len Van Popering, Vice President of Global Brand & Innovation.

The Subway “Inspired by Tastemade” partnership furthers the restaurant chain’s ability to create more locally-relevant menu offerings and develop an innovation standard that gives Subway competitive edge.

“Our collaboration with Subway is unlike anything we’ve done before, and is a testament to what’s possible when two creative, like-minded brands come together,” says Larry Fitzgibbon, Co-Founder and CEO of Tastemade. “Our unique partnership taps into data and insights to create craveable and locally relevant menu items for Subway restaurants across the globe. We’re excited to continue growing our partnership with Subway to pave the road for more creativity and innovation in the food industry.”

Subway is investing in food innovation like never before. The brand's food innovation process puts its guests first to create a pipeline of great tasting options, including contemporary re-imaginings of its classic sandwiches. In 2018, Subway delivered on new flavors and ingredients with the [Ultimate Cheesy Garlic Bread](#) and its expanded [Signature Wraps](#) collection.

For more information and to join the conversation, visit [Subway](#) on [Facebook](#), [Instagram](#), [Twitter](#), and [SubCulture®](#).

About Subway® Restaurants

The Subway restaurant chain continues to evolve the dining experience, offering guests in more than 100 countries quality ingredients and robust flavor combinations with nearly 7 million made-to-order sandwiches created each day. The Subway brand provides a fresh alternative to traditional fast food offering billions of sandwich, salad and wrap combinations to guests each day. All Subway restaurants are owned and operated by about 21,000 Franchise Owners who employ hundreds of thousand people around the world, making Subway the world's largest small business network. Franchise Owners and the company are committed to eliminating hunger by supporting hunger relief programs around the world.

The Subway experience is also delivered online at [Subway.com](#), through [Subway.com/Delivers](#), and the Subway® App.

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About Tastemade

Tastemade is a modern media brand inspiring the taste of a generation through entertainment, commerce and experiences. The company creates award-winning video programming in Food, Home and Travel, which appears on all major digital, mobile, streaming OTT and linear TV platforms. The company reaches a global audience of over 250 million monthly active viewers, streaming 2.5 billion views, and has built an engaged, passionate, global community. Tastemade has won a host of awards for its innovative video programming, including two James Beard Awards. Based in Santa Monica, CA, Tastemade is funded by Redpoint Ventures, Raine Ventures, Comcast Ventures, Liberty Media, Scripps Networks Interactive, Goldman Sachs, and Amazon. For more information, visit Tastemade at: [www.tastemade.com](#).

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