



*Promoting HEALTHIER Lifestyles*



**FRESH SOLUTIONS  
FOR YOUR  
SCHOOL LUNCH  
PROGRAM  
WITH THE  
#1 FRANCHISE\***



## Welcome to the SUBWAY® Franchise System for School Lunch Programs

Students are customers who trust familiar trademarks. By offering SUBWAY® sandwiches in your school cafeteria, you'll be offering a brand name that is both well known and liked by your student customers.

Whether the school cafeteria is self-operated or run by a foodservice contractor, the SUBWAY® School Lunch Program provides the flexibility to choose the program that is best for you.

### The SUBWAY® Off-Site Delivery Program

One way to bring SUBWAY® products to your school is to use the SUBWAY® Off-Site Delivery Program. Since the SUBWAY® franchise is the second largest fast food franchise, chances are there is a SUBWAY® restaurant near you. With the delivery program, you select which sandwiches you want, and they will be delivered to you. This method enables you to provide a product that students want without adding to your labor and inventory costs. All you need to do is serve the sandwiches.

\*The SUBWAY® franchise was ranked the number-one global franchise in category among franchises with worldwide operations in the 2011 Franchise 500® issue of Entrepreneur® magazine.

SUBWAY® is a registered trademark of Doctor's Associates Inc. ©2011 Doctor's Associates Inc.

\*SUBWAY® FRESH FIT Menu is available in the US only.

## 2 The SUBWAY® On-Site with a SUBWAY® Franchisee

Another way you can offer SUBWAY® products to your students is to have them made right in your cafeteria. This "made-to-order" concept is perfect for students and teachers, and can be implemented in your cafeteria utilizing labor provided by our franchisee.

## 3 The SUBWAY® On-Site with YOU as the SUBWAY® Franchisee

The third way you can offer SUBWAY® products is the same as the second way, except that the "made-to-order" concept is implemented in your cafeteria utilizing your own staff or the labor of the your foodservice contractor with whom you're already working.

### How often can deliveries be made?

Deliveries can be as often as every day of the week or as little as once a month. This decision would be worked out between you and the SUBWAY® franchisee.

### How are the subs sold at the school?

The subs may be sold in the schools à la carte or as part of the National School Lunch Program (NSLP). Most of the schools registered with our delivery program serve the subs in à la carte stations.

### Menu Offerings

All sandwiches are prepared on freshly baked bread with standard quantities of meats and cheeses. Toppings are limited to lettuce, tomatoes and pickles. Condiments may be provided in portion-controlled packets to ensure product freshness. Hot and mayonnaise-based sandwiches are not allowed as part of the Off-Site Delivery Program.

## Research and Development



The SUBWAY® Research and Development (R & D) Department works with approved vendors, testing and developing new food items, paper products and equipment. The R & D Department approves all food products that are permitted to be served in SUBWAY® restaurants. All SUBWAY® products must meet our Gold Standard specifications.

## Program Support

The SUBWAY® chain's Development Agents (DAs) cover a specific geographic region. The local DA will be your primary contact and can work with an individual school or with your entire school district. The DA will provide you with assistance in several areas, including site evaluation, store design, decisions concerning equipment, equipment ordering and construction or can find a qualified franchisee who can deliver sandwiches to you.

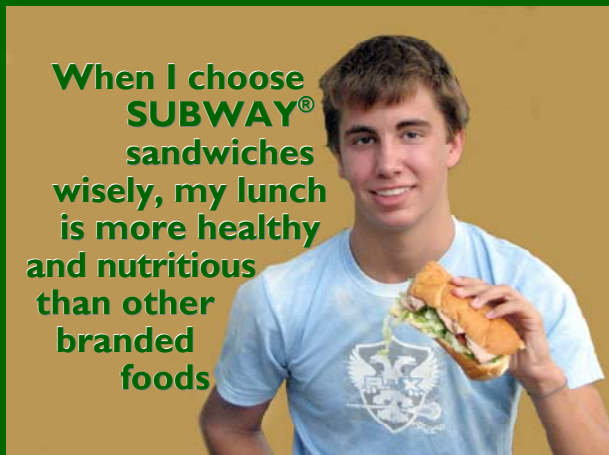
## Students are customers who trust familiar trademarks and brands



Contact Chuck deNicolo 1.800.888.4848 x1732  
Or e-mail: [denicolo\\_c@subway.com](mailto:denicolo_c@subway.com)

## Training

The SUBWAY® company recognizes that a thorough understanding of what it takes to open and operate a SUBWAY® restaurant is important for your success. That's why training and ongoing support are so important. If you elect to operate your own SUBWAY® unit, your staff will be trained in sandwich preparation, inventory, cost control, and bread baking. You will receive ongoing education through newsletters that provide useful operating, marketing and advertising information. In addition, the company provides a toll-free number that you can call from 8:30 am - 5 pm EST if you need assistance.



## Store Design

The SUBWAY® store design department will provide custom floor plans for décor and equipment placement for your cafeteria. The professionally designed site provides many benefits in order to:

- ✓ Enhance the student's image of the cafeteria
- ✓ Facilitate easy maintenance
- ✓ Present product & services to the best advantage
- ✓ Increase efficiency
- ✓ Provide the proper customer flow

The design you receive for your school will automatically take the above factors into account. An equipment leasing program is also available to qualified franchisees. Capital requirements for major equipment can be reduced by taking advantage of the equipment leasing program.

## Low investment with NO FRANCHISE FEE!

If your school board, school district, municipality or institutional foodservice has considered franchised foodservice, but thought it wasn't affordable, SUBWAY® franchising has the program for you! In addition to waiving the franchise fee, the start-up costs are very affordable. Through our system-wide purchasing power, you may be able to purchase any needed equipment and décor items at reasonable prices. It may also be possible to reduce your costs even more by utilizing your existing equipment. The SUBWAY® chain's buying power can also help lower your food costs.

SUBWAY® units can be operated in a small amount of space. This enables our concept to be used in a wide variety of building styles where others simply can't fit.



### On-Site School Program:

Contact Chuck deNicolo  
1.800.888.4848 x1732

Or e-mail: [denicolo\\_c@subway.com](mailto:denicolo_c@subway.com)

### Delivery Program:

Contact Tim Miller  
1.800.888.4848 x1750

Or e-mail: [miller\\_t@subway.com](mailto:miller_t@subway.com)