



WORLDWIDE TRUCK STOP PROGRAM



**FRESH
SOLUTIONS
FOR YOUR
LOCATIONS
WITH THE
#1 FRANCHISE***



Great portable food

SUBWAY® sandwiches are made on a varied selection of freshly baked gourmet breads. Using only the freshest ingredients, sandwich artists customize the

sandwiches with an array of meats, cheeses, and vegetables, and top them off with unique sauces. As a final touch, customers can choose to have their sandwiches toasted to perfection.

Variety of menu items

You can show that you care about your customers and employees by offering the new SUBWAY FRESH FIT™ menu which is low in saturated fat and cholesterol, and trans fat free. No matter what time your customers come into your store, soups and snack items are available. The SUBWAY® chain has a great deal of flexibility with hours of operation.

Convenience for customers

Customers enjoy the ease and convenience of having a familiar brand available to offer a quick and portable meal. The SUBWAY® franchise system aims to provide individual attention and excellent service that will exceed customers' expectations.

Strong operations

All owners undergo an intensive and thorough training program to equip them with the skills needed to run a SUBWAY® restaurant and serve their customers. Local Development Agents help franchisees to open and operate their stores.

Simple operations and flexibility

A SUBWAY® restaurant has a very simple yet versatile design that allows our floor plans to be adaptable, which is particularly important when working with existing facilities. Detailed layout and equipment placement plans can be prepared in a very short time, thereby speeding up the process of opening the restaurant.

The SUBWAY® chain offers

- ✓ Proven successful presence in Truck Stops worldwide
- ✓ Trusted brand recognition
- ✓ Well-trained team of people striving to exceed customers' expectations
- ✓ 24-hour potential with hot menu items
- ✓ Simple operations; no frying or grease
- ✓ Flexible floor plans
- ✓ Support from headquarters, regional offices, and field staff

Your customers want

- ✓ A portable, quick and tasty meal, prepared the way they like it
- ✓ Fresh, healthier choices, so they can eat right
- ✓ Affordable, value-focused menu
- ✓ Attentive customer service

SUBWAY® restaurant food includes

- ✓ Healthy and nutritious menu items
- ✓ Breakfast foods, fresh subs, salads, and flatbread sandwiches made-to-order
- ✓ Flexible food options for multiple day-parts
- ✓ Gourmet breads, sauces, and toppings
- ✓ Hot meals and subs toasted to perfection



Contact Allison Morrow
800.888.4848 x 1736 or 203.877.4281 x 1736
E-mail: Morrow_A@subway.com
or visit www.subway.com



Two SUBWAY® franchise options

1. Lease space to one of the SUBWAY® chain's franchisees. The franchisee will pay rent to you and will build and equip the restaurant.
2. You can become a SUBWAY® franchisee and operate the restaurant yourself.



Whether you are looking to own and operate a franchise, or earn rental income, the SUBWAY® franchise offers you the opportunity and formula that works. The SUBWAY® organization provides access to a well structured and effective system.

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

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

How does the SUBWAY® chain benefit you?

✓ International brand recognition

No other submarine sandwich chain has the large global presence that SUBWAY® restaurants offer—a familiar brand goes a long way toward driving more traffic into your Truck Stop.



✓ SUBWAY® network of franchises

SUBWAY® restaurants have well-trained and dedicated franchise owners who put customer satisfaction at the forefront of everything they do.



✓ Portability

Your customers can have a healthy meal choice that they can easily take with them. Store employees will also benefit from the healthier food offerings.



✓ Made-to-order quality product

SUBWAY® sandwiches are made with fresh ingredients and daily baked bread, emphasizing quality and healthy choices, yet still providing quick meals. Customers expectations are exceeded by customizing each sandwich to their needs and tastes.



✓ Safety

The operation of the SUBWAY® restaurant involves no frying, cooking, or grilling. The SUBWAY® chain has a strict policy for cleanliness, food safety, food quality, and has the highest standards in the quick serve restaurant industry, bar none.

What a Truck Stop Operator said



“Love’s operates over 125 Subway locations in 20 states. This concept has proven to be very successful time in and time out. The investment is minimal compared to other concepts we operate and the ease of execution coupled with the quality of the product make it a perfect fit for us. Subway has been great to work with as a branded partner, they give input and support from the planning process until you open the doors to serve the public. The training support and tools they have are outstanding which is why when we are looking at building a new location they are our first concept of choice”.



Joe Cotton
Director of Restaurant Services
Love’s Travel Stops & Country Stores



Contact Allison Morrow
800.888.4848 x 1736 or 203.877.4281 x 1736
E-mail: Morrow_A@subway.com
or visit www.subway.com