



****MEDIA ALERT**MEDIA ALERT**MEDIA ALERT****

Subway® Restaurants to Close for Nationwide Refresh Break to Prepare for Largest Sampling Event in Brand’s History

WHAT: Subway® restaurants are giving away one million six-inch subs on July 13 to guests who visit their local Subway and ask for the new Turkey Cali Fresh sub.

To prepare to make history with their biggest sampling event ever, Subway restaurants across the country will close the evening of July 12 for a “Refresh Break.”

These events support the Eat Fresh Refresh™, the largest menu change in brand’s history and a suite of upgrades to its in-restaurant and digital guest experience.

A link to download images and b-roll of menu and restaurant updates is below.

DOWNLOAD ASSETS HERE: [Images, store close sign, fact sheet, press release and b-roll available for download](#)

REFRESH BREAK: July 12: Nearly 11,000 Subway restaurants across the country will close at 6:00 p.m. local time to get ready for the Eat Fresh Refresh launch.

ONE MILLION SUB GIVEAWAY: July 13: 10:00 a.m. – 12:00 p.m. local time, guests can visit any participating Subway Restaurant and get a FREE six-inch Turkey Cali Fresh sub upon request.

- At participating restaurants, the first 50 guests to come in and ask for a free sub will receive one free 6” Turkey Cali Fresh sub. Extras additional. No additional discounts/coupons applied.
- Turkey Cali Fresh features many of the signature new ingredients like smashed avocado, BelGioiso® fresh mozzarella and new deli-sliced thin turkey, all on Subway’s new Hearty Multigrain bread.

WHY: Eat Fresh Refresh™ arrives in U.S. restaurants nationwide on July 13 and features the biggest changes in the brand’s history, making improvements to almost every core menu item and introducing important digital upgrades that elevate the guest experience.

MORE INFO: Suzanne Joyella, Current Global
sjoyella@currentglobal.com