



## **Subway® Restaurants Encourages All to Celebrate The 242nd Anniversary of The Sandwich**

Millford, CT, November 01, 2004 --(PR.com)-- Chris Martone, Executive Chef for the SUBWAY® submarine sandwich restaurant chain, is encouraging people to recognize the 242nd anniversary of the Sandwich on Nov. 3, 2004, by setting aside one meal that day to experience the most durable of culinary delights: the sandwich!

For 39 years, the SUBWAY® sandwich chain has been doing its part to promote the Sandwich. In 2003, the restaurant chain opened more than 2,700 new restaurants and leased more than 3 million square feet of real estate to be used for submarine sandwich shops. With more new locations in the works and a R&D staff always looking to create new sandwiches, salads and wraps, 2004 looks to be another great year for the SUBWAY® chain, as it continues to promote the value of eating sandwiches.

“The sandwich was first invented by the Earl of Sandwich in 1762 as a practical means to eat his meal without making a mess,” said Chris, a graduate of the Culinary Institute of America, whose culinary stylings between the bread is showcased in more than 22,000 SUBWAY® restaurants worldwide. “Since then, the sandwich has turned into a mainstay in the modern chef’s arsenal. With a wide variety of seasoned breads, meats, cheeses, vegetables, sauces and condiments, the sandwich is probably one of the most versatile outlets for edible creativity!”

Chef Martone is a regular contributor to the Guide to Healthier Living page on [www.subway.com](http://www.subway.com).

Legend has it that John Montague, the Fourth Earl of Sandwich - an English Lord, invented the sandwich on November 3, 1762, while at a gaming table. He wanted to eat, but didn't want to interrupt his card game, so he had an assistant bring him some meat with bread on either side so his hands wouldn't become messy.

Since that fateful day, the sandwich has become a diet staple and can be found everywhere from children's lunch boxes to the most exquisite restaurant menus.

Legend also has it that, considering all the options and different possible combinations, the SUBWAY® restaurant menu offers more than 2 million varieties of submarine sandwiches. Given the popularity of the sandwich, and the number of delicious options that can be found in a SUBWAY® submarine sandwich shop, it is no surprise that in 2002 the SUBWAY® restaurant chain surpassed McDonalds in number of restaurants open and operating in the U.S. and Canada.

The NPD Group, a consumer research organization, reports that an average American eats 200 sandwiches annually, with the most popular being ham. In all, Americans eat more than 45 billion sandwiches each year.

At SUBWAY® restaurants, the most popular sandwiches are Savory Turkey and Roasted Chicken Breast. The SUBWAY® restaurant chain is the largest submarine sandwich franchise in the world, with



more than 22,000 restaurants in 76 countries.

The SUBWAY® brand was named the number one franchise opportunity by Entrepreneur magazine in its Annual Franchise 500 ranking for 2004 &mdash; for the 12th time in 16 years.

Headquartered in Milford, Conn., the SUBWAY® chain was co-founded by Fred DeLuca, who made the very first submarine sandwich for the SUBWAY® restaurant chain, and Dr. Peter Buck in 1965. For more information on SUBWAY® restaurants, please visit [www.subway.com](http://www.subway.com).

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The SUBWAY® Global Sandwich “Pop Quiz”

1) What is the local slang for Submarine Sandwich in New Zealand?

Hoagie; Finger Roll; Gabbo; or Filled Roll

The correct answer is Filled Roll. In Finland, the Submarine Sandwich is called a “Subi” while in Australia the sandwich could be called a Jaffle, Sanga, Sanger or Cut Lunch.

2) What is a popular sandwich topping at SUBWAY® restaurants in Singapore?

Apple Sauce; Chili Sauce; Duck Sauce; or Sweet and Sour Sauce.

The correct answer is Chili Sauce.

3) A popular sandwich served at SUBWAY® restaurants in New Zealand is the Satay Sub. What are its main ingredients?

Chicken Breast Strips mixed with a peanut sauce; Turkey with bacon and kiwi slices; Tuna with fresh garlic cloves; or Roast Beef with Vegemite spread.

The correct answer is Chicken Breast Strips mixed with a peanut sauce. This sandwich is served hot. In France you can order a Chicken Tikka Sub, which is a sandwich made with curried chicken. In India, you can order: a sub sandwich with Corn and Peas; a Hummus & Falafel sub; a Spicy Veggie sub; and a Garden Pizza Sub.



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