

FAST FOOD CORPORATION



Lycée des métiers de l'hôtellerie et du tourisme d'Occitanie de Toulouse

Summary

➤ *The Subway Chain*

- *The history of the brand*
- *The brand and the logo*
- *The website homepage*
- *The concept*

➤ *Menu & Nutrition*

- *The menus*
- *The nutrition*

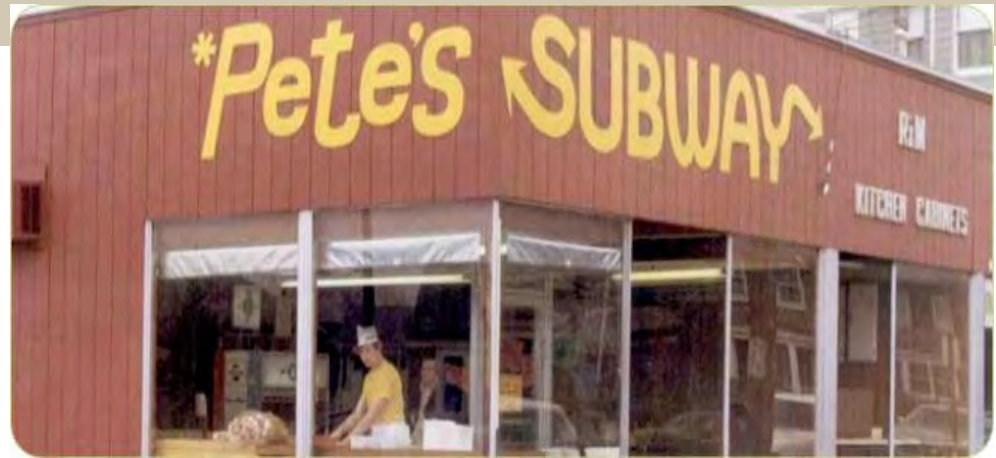
➤ *Marketing Strategy*

➤ *Customer Loyalty*

➤ *Corporate Responsibility*



The Subway Chain



The history of the brand:

- *The brand was born in Bridgeport in the American state of Connecticut in 1965.*
- *Fred DeLuca and Dr Peter Buck are thus the founders of the brand Subway.*
- *The first sandwich shop opened its doors in August 1965 under the name of Pete's Super Submarines.*
- *Both founders set up a system of franchise.*
- *The first franchise appeared in 1974 in Connecticut.*
- *Subway has more than 38,255 points of sale in 99 countries today among which 25,554 points of sale in the US.*



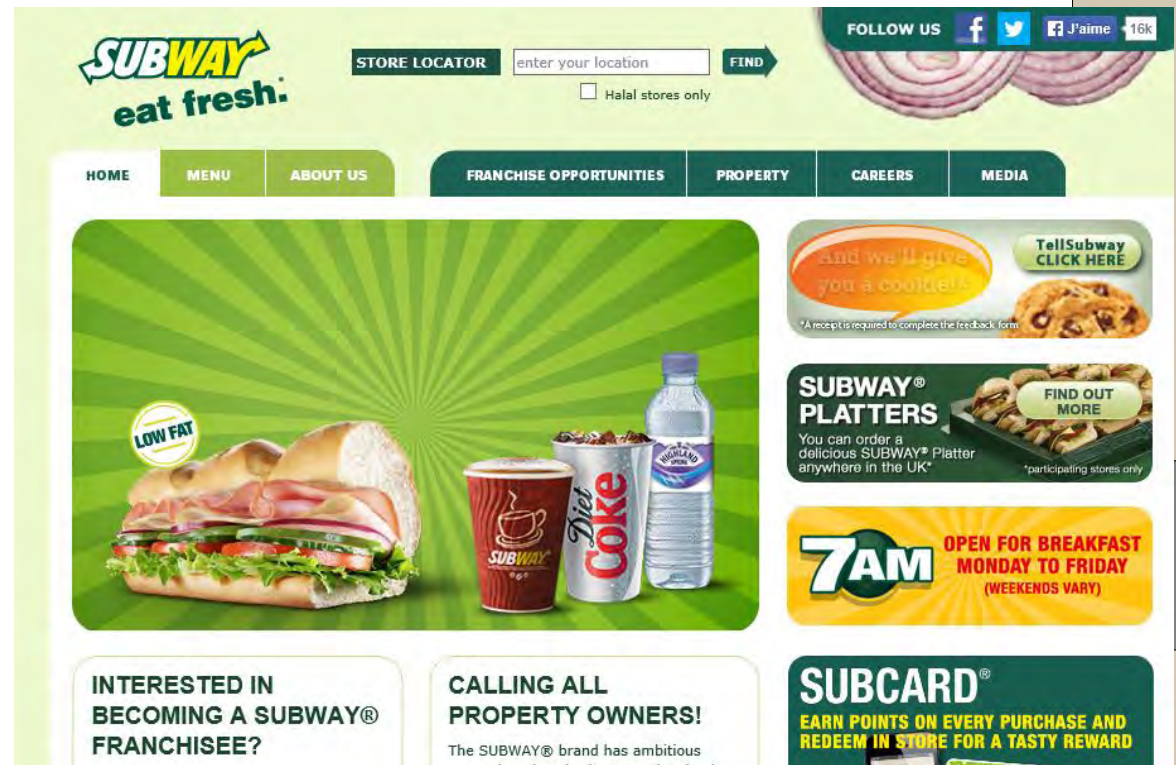
The brand and the logo:

➤ Subway is a play on words in reference to Submarines sandwiches because the bread has the shape of a submarine. The logo is composed of white, yellow and green.

The website homepage:

On the website homepage of Subway, we can find the colors of the logo that is white, green and yellow. We can find various columns as:

- find a store
- menu and nutrition
- freshbuzz
- own a franchise
- order on line
- advertisements...





The concept:

Subway represents a strong brand rapidly expanding, recognized for its excellent sandwiches.

- *The possibility of consuming varied products thanks to multiple original recipes.*
- *Sandwiches and salads are prepared under the eyes of the customers.*
- *The breads are cooked on the spot.*
- *A large freedom of choice of ingredients.*

- *The concept is the following one: when we go to Subway, we choose the size of its sandwich, its bread, its basic recipe (chicken, turkey for example), its vegetables then its sauce. There is also a possibility of taking a menu, in that case, the sandwich will be accompanied with a drink, with fries, with a cookie...*

Menu & Nutrition

The menus:

➤ *There are various sorts of sandwiches at Subway:*

- *- the classics*
- *- the 5\$ footlongs*
- *- fresh fit choices..*

➤ *These sandwiches can be in the menus.*

➤ *The menus consist of a sandwich or a salad, a drink, chips, desserts... Everything depends on the choice of the customer. The customer is a king, he chooses what he wishes to eat. Subway also offers children's menus, salads and sandwiches for breakfasts.*



Step 1

Your Menu Choices

Footlong™ Sub • 6-inch Sub • Salad • Flatbread

Step 2

Choose Your Bread

9-Grain Wheat • 9-Grain Honey Oat
Italian • Italian Herbs & Cheese • Flatbread

Step 3

Choose Your Cheese

American • Monterey Cheddar

Step 4

Choose Your Veggies

Lettuce • Tomatoes • Cucumbers • Peppers
Red Onions

More Variety?

Pickles • Olives • Banana Peppers • Jalapeños

Step 5

Choose Your Sauce

Fat Free per 0.75 oz (6") serving

Mustard • Honey Mustard • Sweet Onion
Red Wine Vinegar

Full Flavor

Light Mayo • Chipotle Southwest • Ranch
Mayo • Oil

Step 6

Make it a Meal

Choose Your Drink • Choose One Side



ALL DAY, EVERY DAY.

Meatball Marinara

B.L.T.

Bacon, Lettuce & Tomato

Spicy Italian

Pepperoni, Genoa Salami

Cold Cut Combo

Bologna, Salami & Ham

(All Meats are Turkey Based)

Black Forest Ham

Veggie Delite®

Value Meal Add

Drink + 1 Side

Substitute Milk or Bottled Beverage for your Fountain Drink



Oven Roasted Chicken

Tuna



Buffalo Chicken

Turkey Breast

Italian B.M.T.®

Pepperoni, Genoa Salami, Black Forest Ham & Cheese

Turkey Breast & Black Forest Ham



Sweet Onion Chicken Teriyaki



Chicken & Bacon Ranch

Roast Beef

Steak & Cheese

Subway Club®

Turkey Breast, Black Forest Ham & Roast Beef

Subway Melt®

Turkey Breast, Black Forest Ham, Bacon & Cheese



Big Philly Cheesesteak

*See contents relative to 6-inch sub or whole or 9-grain wheat bread prepared according to standard recipe without cheese or condiments that contain fat.

©2011 SUBWAY STORES, INC. SUBWAY® IS A REGISTERED TRADEMARK OF SUBWAY STORES, INC. ALL RIGHTS RESERVED. PHOTO BY DAVID L. PEREZ

Salads or make any regular sub a salad

Veggie Delite®

Oven Roasted Chicken

Tuna

Black Forest Ham

Jared's Favorites

6 grams fat max. 8" sub

Roast Beef • Veggie Delite® • Sweet Onion Chicken Teriyaki

Subway Club® • Turkey Breast • Turkey Breast & Black Forest Ham

Black Forest Ham • Oven Roasted Chicken

*SUBWAY FRESH FIT® should not be considered a diet program. Fat contents relative to 6-inch sub or whole or 9-grain wheat bread prepared according to standard recipe without cheese or condiments that contain fat.

Kids



Includes a Fit Mini Sub Of Your Choice (Turkey Breast, Black Forest Ham, Roast Beef or Veggie Delite®) with Apples, a Drink & Premium.

*SUBWAY FRESH FIT® should not be considered a diet program. Fat Mini Subs on 9-grain wheat or Italian bread without cheese or condiments that contain fat.

Sides & Drinks

SIDES

Chips

Cookies

Apples

Yogurt

DRINKS

Fountain

Bottled Beverage

1% Milk

or Flavored Milk

Juice Box

Extras

6-inch

Footlong™

Bacon

Pepperoni

Double Meat

Extra Cheese



Omelet Sandwiches

With Either Egg or Egg Whites

Egg & Cheese (with Choice of Veggie & Black Forest Ham)

Mornin' Flatbread or
English Muffin Melt



6-inch Flatbread
or Subs



Footlong® Flatbread
or Subs



Signature Varieties

Mornin' Flatbread or
English Muffin Melt



6-inch Flatbread
or Subs



Footlong® Flatbread
or Subs



Sunrise SUBWAY Melt®

Turkey Breast, Black Forest Ham, Bacon, Egg & Cheese

Breakfast B.M.T.®

Pepperoni, Genoa Salami, Black Forest Ham, Egg & Cheese

Bacon, Egg & Cheese

Steak, Egg & Cheese

Drinks & Sides

Juice

Coffee

16oz.



DeeDee's Best Coffee and Logo are trademarks of DeeDee's Best Coffee, LLC.

LEAVE THE CATERING TO US!

**FAMILY GATHERINGS • OFFICE MEETINGS
PARTIES • ANY OTHER OCCASION**

SUBWAY® restaurants have many catering options available to you. Make it easy for yourself and order a Subway to Go!™ Meal or a Giant Sub or choose one of our Sandwich Platter Options: Subway Fresh Fit®, Classic Combo, Flavor Craver™ or create your own platter with any combination of our cold sandwich selections. Napkins and an assortment of SUBWAY® sauces, mayonnaise and mustard are supplied with each Giant Sub and Platter.



Sandwich Platters

ITEM	SERVES	PORTION
Sandwich Platter	5-9	15 pcs.

Giant Subs

LENGTH	SERVES	PORTION
Approx. 3ft	10-12	18 Portions
Approx. 6ft	20-25	36 Portions

Cookie Platters

ITEM	PORTION
36 Cookies	

Subway to Go!™ Meal



Advance notice is recommended for giant sub orders or a large catering order. Recommended portions may vary based on type and size of group. Please consult the SANDWICH ARTIST® for additional information. Length is an approximation, actual length may vary.

Subway to Go!™ Meal consists of a 6" cold sub, 1 cookie, 1 side and a napkin. Your choice of side includes chips, yogurt or apples. Packed in a stackable box. Convenient for outings and company meetings. Available at participating locations.

At SUBWAY® Restaurants, We Have Your Fresh Interests At Heart

Welcome to SUBWAY® Restaurants, where great taste and variety come together for your convenience. This menu represents our commitment to helping you discover and enjoy all the delicious choices SUBWAY® Restaurants have to offer.

We offer a variety of sandwiches and salads and encourage you to customize your order to satisfy your taste. Our menu includes a complete listing of ingredients to help you make informed choices — so you can either eat sensibly or splurge.

It's all here for you. So enjoy! We're glad you came.



Menu and prices are subject to change without notice.
www.subway.com

* One 12" Regular Sub with 1/2 lb of meat and 12" Double Meat Sub with 1/2 lb of meat are prepared according to standard recipe with meat, lettuce, tomatoes, green peppers and red onions and onions, cheese or condiments (e.g., mayonnaise) and are served on Italian or whole bread. Customer requests for mostly roasted sandwich meats or add cheese or low-fat dressing may require hot or cold bread crust. Said national rules do not include salad dressing or condiments.

© Coca-Cola, "One-Cola," "Classy," "Mean Meal," and the Dynamic Ribbon are registered trademarks of The Coca-Cola Company. All rights reserved. Baked Lay's, DORITOS, DORITOS Logo, LAY'S, LAY'S Logo are trademarks used by Frito-Lay, Inc. Double Meat refers to meat content only. Double Meat not offered in certain states.

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



SUBWAY® Take-Out Menu



The nutrition:

- *The brand Subway is recognized as a leader in a nutritional point of view.*
- *Sandwiches are made on-the-spot with fresh products.*
- *The brand makes a commitment to offer a variety of nourishing products, to supply detailed and precise information concerning the nutrition and the food, to improve the nutritional quality of ingredients as well as to promote nourishing choices for the adults and the children.*
- *Subway restaurants offer a most high quality of balanced sandwiches in the industry of fast food.*
- *In North America and on the main international markets, all the standard sandwiches contain fresh vegetables, key nutriments, no artificial fat, complex carbohydrates and a good source of protein.*
- *Subway makes a commitment to promote the health and the nutrition by means of various partnerships as: The American Heart Association and the National Institute of Health for example.*



NUTRITIONAL LEADERSHIP

Ever since 17-year-old Fred DeLuca made sandwiches for his first customers in a small storefront sandwich shop in 1965, it was clear that SUBWAY® stores would be a new kind of sandwich bar - a sandwich bar without a fryer and where sandwiches were not pre-made, but made to order.

A place where you could see and choose from a variety of ingredients for your sandwich. Over the years, the SUBWAY® brand has always provided better choices to our customers, and as an established nutritional leader in the quick service takeaway industry, the SUBWAY® brand is committed to:

- Offering a variety of products
- Providing detailed and accurate nutrition, diet and healthy lifestyle information
- Improving the nutritional quality of ingredients
- Marketing and promoting choices for both adults & children



Marketing Strategy

- *Marketing and visibility have played an essential role in the success of the business of Fred De Luca and Dr Peter Buck.*
- *The restaurants are located in very frequented places.*
- *The fact of selling sandwiches of various sizes is also a strategic choice because sandwiches are adapted to all the types of consumers.*
- *By going to Subway, the consumers are reassured because the sandwiches are made in front of them with fresh and varied ingredients.*

Customer Loyalty

- The loyalty card Subway consists in presenting it to every passage in the establishment to accumulate points of loyalty and obtain discounts...
- It is a specific card, on which the seller Subway sticks stamps on every checking out.
- On this card, the customers can put from 5 to 100 dollars and so they can pay with it.
- Certain companies also possess this card to allow their employees to eat food at Subway as if it was a meal voucher.



Corporate Responsibility



ENVIRONMENTAL LEADERSHIP

SUBWAY® stores are best known for our commitment to providing freshly baked bread, ingredients and food alternatives to our customers. Behind the scenes, we have been working diligently to improve the sustainability of our products and operations. In fact, we are on a journey to make our stores and operations as environmentally and socially responsible as possible, and to help improve the health of the planet at the same time.

- Globally, the plants and distribution centres that we use have been strategically located to significantly reduce transportation costs, fuel usage and carbon emissions. In the UK alone, we have cut road miles by over 400,000 per annum by adding new depots to the distribution network for food and produce, and bringing them closer to stores

Over the last few years, we have switched to more sustainable products and business practices that use less energy and resources and generate less waste. We are working on other initiatives - some highlights include:

- Improved sustainability of the packaging and paper products used in our stores; many items now contain recycled material and can be recycled (where commercial facilities exist)
- Improved the energy efficiency of the equipment and lighting used in our stores
- Low flow taps are standard in all new stores to help conserve water
- Optimised packaging of ingredients which has removed at least 650 tonnes of cardboard from our waste stream each year

The commitments of Subway are:

- *To supply a variety of food products rich in taste and nutritional quality while reducing their environmental footprint and by creating a positive influence on consumers of the whole world.*
- *To be ecologically and socially responsible.*
- *To assure the customers of products answering the highest standards of quality and security.*
- *To find sustainable and effective solutions, in particular regarding costs.*
- *To concentrate on sustainable initiatives concerning the energy consumption, the preservation of the water and the natural resources as well as the reduction of waste.*
- *To promote the diversity and to choose working practices favorable to the environment.*