SUBWAY Poised To Enter The Sri Lankan Market

SUBWAY® restaurant chain, the largest submarine sandwich chain with a presence of over 42,000 restaurants in 107 countries, is poised to launch its debut restaurant in Sri Lanka at R A De Mel Mawatha, Colombo.

Once the leading Quick Service Restaurant (QSR) brand enters, it will be committed to a rapid growth in the nation and plans to open restaurants across the country, giving legions of local entrepreneurs the opportunity to own and operate their own business.

Nathan Wills, Franchise-Owner and Chairman – Subway Development Sri Lanka said, “people here are appreciative of fresh, flavourful offerings and like experimenting with international tastes. Subway is just the right kind of opportunity to grow and expand in the restaurant business while serving people with high quality products at value-for-money prices.”

All things related to Subway including The SUBWAY® mascot, SubMan will be present at the debut Restaurant, which is poised to open soon. The chain is 100 percent committed to providing the best possible customer experience to the Sri Lankan market.

Celebrated for their inherent values of freshness, choice and customisation, all SUBWAY® sandwiches will be served on a variety of gourmet breads that are baked fresh each day. SUBWAY® lovers can create their own sandwiches by choosing from a variety of lean meats, fresh vegetables, cheeses and low-fat condiments while relishing the experience of the delicious meal being made right in front of them.

Talking about the menu that will be on offer, Savanth Sebastian, Co-Franchise-Owner, said, “The menu will be an eclectic mix of international and local flavours of popular Subway sandwiches and salads. We intend to adapt our international best-selling sandwiches to local tastes by producing local fresh produce and sauces.”

Headquartered in Milford, Connecticut, and with regional offices in Amsterdam,

Beirut, Brisbane, Miami, and Singapore, the SUBWAY® brand was co-founded by Fred DeLuca and Dr Peter Buck in 1965. Their partnership, which continues today, marked the beginning of a remarkable journey – one that has made it possible for thousands of individuals to build and succeed in their own business. With more than 42,000 locations in 107 countries, the SUBWAY® brand – mostly through its franchisees – provides more than 400,000 job opportunities worldwide.

