

Subway selects PepsiCo as beverage partner in US

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Subway, one of the world's largest restaurant brands, announced a 10-year agreement with PepsiCo to supply beverages in U.S. restaurants beginning January 1, 2025. Subway's longstanding partnership with Frito-Lay will also be extended through 2030, bringing the brand's U.S. snack and beverage portfolio together under one supplier and driving more efficiency across the system.

Under the new agreement, Subway restaurants will offer a consumer-driven assortment of beverages from the diverse PepsiCo beverages portfolio such as Pepsi, Pepsi Zero Sugar, MTN DEW, Starry, Tropicana, Lipton, Aquafina, and Gatorade. Subway franchisees will also have the option to offer a larger selection of Gatorade beverages.

The new agreement underscores Subway's commitment to delivering better food and a better guest experience, which includes ensuring the brand's beverage offerings align with guest preferences across demographics. In addition, the change will provide additional value to franchisees, including all new beverage equipment provided to restaurants.