

Subway UAE teams up with Excellence Hot Sauce to serve UAE's nostalgic flavours

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Subway UAE has localised its menu, pioneering this bold move in partnership with Excellence Hot Sauce, to celebrate the fusion of bold flavours, local nostalgia, and the UAE's vibrant music and arts scene. The initiative introduced two limited-edition subs and a side dish inspired by the UAE's beloved cafeteria culture, where Excellence Hot Sauce and crispy chips reign supreme. The campaign went beyond the plate, featuring a cultural event in collaboration with Karak Nights, and an exclusive merchandise collection by Waggish, drawing inspiration from Dubai's bustling street culture.

At the heart of this campaign was a celebration of Excellence Hot Sauce and chips, both cherished staples of UAE cafeteria culture. For decades, this iconic combination has added its signature heat, crunch and tang to elevate street food across the region. Subway UAE's new menu pays homage to these nostalgic flavours, reimagining them for today's audience.

The lineup features three bold creations: Fresh & Furious, with crispy chicken bites, Excellence Hot Sauce, and crunchy Chips; Wahed Sub Laham, combining tender beef Philly steak, melted cheddar, Excellence Hot Sauce, Chips, fresh vegetables, and ranch dressing; and the side dish, Fery Good, Fery Nice (Dynamite Chicken), starring crispy Dynamite Chicken bites enhanced with Excellence Hot Sauce and Chips.