

Subway Introduces Blueprint as New Growth Strategy for EMEA

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A fresh look and feel in a digitally connected space that flexes around guests and their choices



Subway unveiled Blueprint, a reimagined restaurant and brand experience that modernises how guests order and eat to support growth across Europe, the Middle East and Africa (EMEA). From 1 January 2027, every new Subway restaurant and remodel in the region will be built to Blueprint, the centrepiece of the company's multi-year business strategy.

For more than 60 years, Subway has been built around customisation: every meal made to order exactly the guest's way. Blueprint extends that customisation beyond the food to the rest of the experience.

The concept began with listening to guests and franchisees. The result is a blueprint for how Subway and its restaurants will look, work and feel as the brand continues to grow.

The blueprint covers three areas, each designed to give existing guests more reasons to return and new guests a reason to choose Subway:

The restaurant. A fresh look and feel in a digitally connected space that flexes around guests and their choices.

Expanded occasions. A new breakfast and coffee offer, Grab & Go, and Subway After Dark, an evening experience with a different menu and mood.

The brand. Get Your Own Way, a new brand position and campaign for EMEA, giving Subway one consistent voice.

"Guests want to eat their way, on their own schedule, and Blueprint is how we deliver on that," said Tracy Gehlan, President, Subway EMEA. "We celebrate our guests' individual choices, from how they order to when they visit to what they want in their meal, always with great food, great service and a great environment. For our franchisees, it means stronger restaurant economics and a stronger brand built for the long term."