



The World's Largest Submarine Sandwich Chain

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**FOR IMMEDIATE RELEASE**

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**WESTLAKE RESIDENTS DEVELOP  
BIG TASTE FOR SUBWAY® LOW-CARB WRAPS**

**January 22, 2004—WESTLAKE, OHIO—**It looks like Westlake residents are acquiring a taste for Subway's new Atkins-friendly sandwich wraps, which the fast-food chain introduced at the end of 2003.

Ray Simpson, manager of the Westlake Promenade Subway, is pleased with consumer's response to the restaurant's new sandwich offering. "The wraps are very popular," Simpson said. "Since its introduction two weeks ago, the wraps are averaging about 1/3 of our sales. People are buying them because of the popularity of carb-conscious diets like the Atkins® Diet."

The Subway Atkins®-endorsed choices are the Turkey and Bacon Melt Wrap, with Monterey cheddar cheese, and the Chicken Bacon Ranch Wrap, with Swiss cheese. Both Atkins®-Friendly Wraps, available in the U.S. and Canada, have 11 grams Net Carbs or less each, and the wrap itself, which is made with wheat gluten, cornstarch, oat, sesame flour and soy protein, has only 5 grams Net Carbs.

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Simpson is expecting the run for the wraps to continue after January. "I think that many people are jumping onto the low-carb diet bandwagon." And he may be right. A

recent article in *Advertising Age*<sup>1</sup> magazine cites that 30 million people in the United States are on a low-carb diet and “that an additional 100 million people will join them in the next year as a part of the ‘controlled-carb’ movement.”

Subway may be on to something with the new wraps because as Simpson noticed, “These wraps have really taken off, even more so than the introduction of a new bread or sandwich.” He believes the soaring popularity of the wraps is due to the increased interest in the Atkins diet, Subway’s new advertising for the wraps and that “people seem to be more health conscious lately, and they know Subway has geared its menu that way. Subway is on top of what people want to eat.”

Jeff Linden, Northeast Ohio Subway Board Chairperson is pleased that these new wraps have hit a homerun with Subway customers in Westlake. “We are seeing great enthusiasm for the product throughout our area,” Linden remarked.

What’s the most popular wrap among Simpson’s customers? “It’s hard to say,” he noted. “We’ve sold so many. But it looks like people love the Chicken Bacon Ranch wrap.” He’s also noticed that many regular customers are switching from subs to wraps.

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Jack Keller, owner of Advanced Technology Associates, a first-time wrap consumer has been on a modified Atkins diet for years and “I wanted to try the wraps to see how good they are. I watch my carbs and the wraps seemed to be a good fit.”

It’s the same with Mari Pravlik, a local bank supervisor. She wanted to try the wraps because she is also watching her carb intake, even though she isn’t on the Atkins

Diet. “What attracted me were the low carbs and the fact that there isn’t as much bread with these sandwiches. I also love chicken and Subway offers a variety of chicken sandwiches.”

Flight attendant Pam Campana is not on the Atkins Diet either, but loves that Subway has an alternative sandwich offering. “I like the subs because the bread helps fill me up, but the wraps are a great change of pace. They taste great and give me something different to order.”

Cleveland Indians Center Fielder Milton Bradley has been a fan of the wraps since they were first introduced more than two weeks ago. “I think the wraps are healthy for you. They’re low-carb and I like that. When I come in I always order either the Chicken or the Turkey wrap.”

For more information about Subway Restaurants see its Web site at [www.subway.com](http://www.subway.com). For additional information about Atkins Nutritionals, Inc. please visit [www.atkins.com](http://www.atkins.com). Subway® is a registered trademark of Doctor’s Associates Inc. (DAI).

<sup>1</sup> *Advertising Age*, January 5, 2004, *Low-carb craze blitzes food biz*, page 1.

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