

# **SUBWAY® Stores' Commitment to Salt Reduction and Healthy Choices**

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# Introduction

- 100% Franchisee owned stores
- Head Quarters – Milford, Connecticut, USA
- Founder and Chairman – Fred De Luca
- 1345 stores in UK
- 108 stores in Republic of Ireland
- 31572 stores worldwide
- 1996 First Subway Restaurant opened in UK
- 1994 First Subway Restaurant opened in Rep of Ireland



# Products

- 22 types of Subs
  - Classic Subs
  - Breakfast Menu
  - Kids Menu
  - Low Fat Subs
- Subs made to order / the way you want it
- Make any Sub a wrap – have it hot, cold or toasted
- Selection of sliced meats, meatballs, chicken breast, and others proteins
- Selection of cheeses
- Broad selection of fresh produce (cut in store)
- Select sauces and seasonings
- Additional menu items
  - Salads
  - Soups
  - Sweet Treats
  - Cold & Hot drinks



# Healthier options

- 8 low-fat Subs
  - also low in saturated fat
  - lower in calories compared to other Subs
- 6" Sub standard build provides 1 of 5-a-day
- Low-fat sauces available – also low in saturated fat
- Because products are made to order they can easily be made healthier



# Salt reduction programme

- Many health positives for the range but needed to address sodium content of products
- Nutrition working party developed early 2008
- Started work with FSA on QSR Healthy Eating Forum Commitments in spring 2008
- Focus on salt reduction programme
- Started to work with FSAI from April 2009



# Targets

- By summer 2009 to reduce salt, on average, by 15%
- By 2010, 75% of Subs and salads to meet FSA 2010 salt targets

# Achievements

- 19% average salt reduction in August 09
- 34% average salt reduction in October 09
- Pre August 09 – 15% of subs met the 2010 FSA/FSAI salt targets
- August 09 – 61% of Subs meet 2010 FSA/FSAI salt targets
- Traffic Light System: From July 09 NO subs will fall under red for salt. All will be in the amber zone (0.3g to 1.5g salt per 100g)





# How did we do it?

- Set Targets
- Internal Taste Sessions
- Consumer Research
- In store trials
- Launch in phases (5 incremental production runs)
- No use of salt replacers as advised by FSA. Only removal of ingoing salt



# Our approach with suppliers

- Suppliers involved in this project have had 10+ years business relationship with the Subway Chain
- Worked in conjunction with our suppliers from the very start of the process – from project planning to execution / product launch
- Our vendors had some experience in reducing salt in their products but not to the levels achieved by the Subway Chain in such short space of time



# Salt reduction global approach

- From a global perspective we are working to reduce sodium to reasonable levels considering local guidelines that allow us to keep offering our healthy options.
- To do this we have to ensure that our revised formulations continue to meet our food safety requirements and deliver acceptable flavor profiles.



# Salt - Challenges

- Timelines
- Uncertainty of consumers reaction to new taste profile
- Alignment with The Subway Chain's Global Strategy
- Rest of Europe's taste profile
- Resources
- Limited / No use of salt replacers
- Sliced cheese peel-ability
- Yield, food safety implications
- Moving targets / goalposts



# What next?

- The Subway Chain will continue to work with the FSA and FSAI on all their health and wellbeing initiatives, including salt reduction programmes.
- The Subway Chain sees the FSA 2010 & 2012 salt reductions as an opportunity to reduce the average population intake of salt but recognises the challenges that lie ahead with food safety, consumer acceptability and product quality
- The Chain will continue with the salt reduction programme and will follow the same approval process we have used to date whilst making step by step / gradual reductions



THE END

