

Media Alert

For Immediate Release

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FIRST OF ITS KIND DIABETES FRIENDLIER MEAL CHOICES AVAILABLE JUST IN TIME FOR NEW YEARS RESOLUTIONS

Kansas City - SUBWAY® restaurants now offer the first of its kind Diabetes Friendlier Meal Choices: Options that fit into a well-balanced diabetic diet in participating stores in the Kansas City market ONLY. The meal choices include a selection of the same fresh bread, vegetables and ingredients SUBWAY® restaurant customers have come to love. The meal choices are geared to help people with diabetes, and all SUBWAY® restaurant customers, make smarter food choices.

Experts agree that obesity has become an epidemic across the country, significantly increasing the incidence of diabetes across the general population. Currently, there are an estimated 24 million diabetics and upwards of 57 million Americans who are considered pre-diabetic. These numbers are expected to continue to rise in coming years.

“At SUBWAY® restaurants we have long offered our customers a variety of options that can meet different dietary needs as well as the nutritional information necessary so they can make more informed choices,” said Subway Dietitian Lanette Kovachi, MS, RD. “With the Diabetes Friendlier Meal Choices, we are responding to a consumer need and providing additional choices that can fit into a well-balanced diabetic diet.”

The menu, deemed “Diabetes Friendlier” by medical experts at the Diabetes Research Institute, a center of excellence at the University of Miami Miller School of Medicine, consists of a variety of familiar sandwiches and salads except the new sandwich and salad builds feature fewer carbohydrates, sodium, fat and calories.

Each six-inch sandwich on the new menu must be SCOOPED, which means the core of the bread will be removed. This technique helps to decrease the carbohydrate, sodium, fat and calorie content in the sandwich. Additionally, some of the items on the menu, richer in these elements, have been omitted from the recommended sandwich and salad builds.

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“Controlling carbohydrate intake may help better control blood sugars for people with diabetes. The Diabetes Friendlier Meal Choices provides a lower carbohydrate, sodium, and fat alternative to individuals with or without diabetes that are conscious about selecting healthier food choices from the SUBWAY® restaurants menu,” says Dr. Luigi Meneghini, Diabetes Research Institute at the University of Miami Miller School of Medicine.

Also, recommended as part of this meal is VITAZEST® Water, an exciting new beverage offered at SUBWAY® restaurants. VITAZEST® Water comes complete with 10 vitamins and minerals and boasts zero calories, carbohydrates, sugar and sodium. VITAZEST® Water is offered in three flavors: Kiwi- Strawberry, Pomegranate and Acai Blueberry.

A portion of VITAZEST® Water sales will benefit the Diabetes Research Institute Foundation. The Foundation logo appears on each VITAZEST® Water bottle as well as on the menu boards posted at participating SUBWAY® restaurants throughout Kansas City.

“SUBWAY® restaurants, VITAZEST® Water and the Diabetes Research Institute are committed to raising diabetes awareness in the quick service restaurant world. The goal is to make it easier for people with and without diabetes to eat more responsibly. At the same time, consumers become active participants in the effort to slow and eventually reverse the diabetes epidemic,” says Ziv Alcalay, COO VITAZEST® Water.

Visit www.subwayscoopit.com to learn more about the Diabetes Friendlier Meal Choices.

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