



**SUBWAY**



# SUBS LOVE CHIPS & SIPS



A simple guide to boosting sales with every sub

# SUBS ♥ CHIPS & SIPS

On average, **over 50%** of Subway® sandwiches are sold without a chip or a drink!

**Don't let your subs  
leave lonely.**

Give them the ultimate combination!



Focus on these **FOUR simple areas** to give you more opportunities to **increase sales** and **guest satisfaction!**

# VARIETY & PLACEMENT

Our PepsiCo partnership  
is bringing the brands that  
the Subway® guest wants!

# 42%

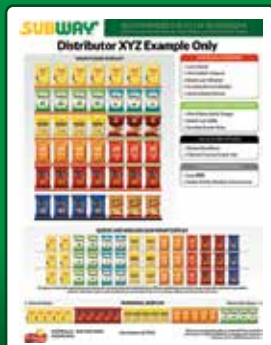
of sandwich QSR visitors say  
they will **VISIT MORE OFTEN**  
if PepsiCo products are offered.

But how you fill your chip racks and beverage coolers  
is also important to drive incremental sales.

**Following the recommended planograms will:**

- ➔ **Drive reach and frequency** by having the right selection and pulsed news offerings
- ➔ Eliminate out of stocks with correct **space-to-sales** recommendations
- ➔ Have a **unified look / feel** across the Subway® system, while still meeting **regional differences** and needs

Find your distributor-  
specific planograms  
on **THE FEED!**



# POSITION & PRESENTATION

# 2

Having your chip and beverage equipment in the **RIGHT** location and **READY** for guests is key to cashing in on impulse sales!

## BEVERAGE STATIONS AND COOLERS

- ➔ Keep your beverage station **CLEAN** and trash-free
- ➔ Ensure every drink is **HIGH QUALITY** by maintaining your Fountain Equipment
- ➔ Always keep your bottle cooler **FULLY** stocked

## CHIP RACKS

Fully stocked and placed in impulse-driving locations

- ➔ Point of order or point of purchase
- ➔ Along sandwich unit facing guests

**80%**

*of chips and drinks are purchased on impulse.*



# DIGITAL PRECISION

Digital ordering is the fastest-growing service mode.

**Easy • Fast • Convenient**

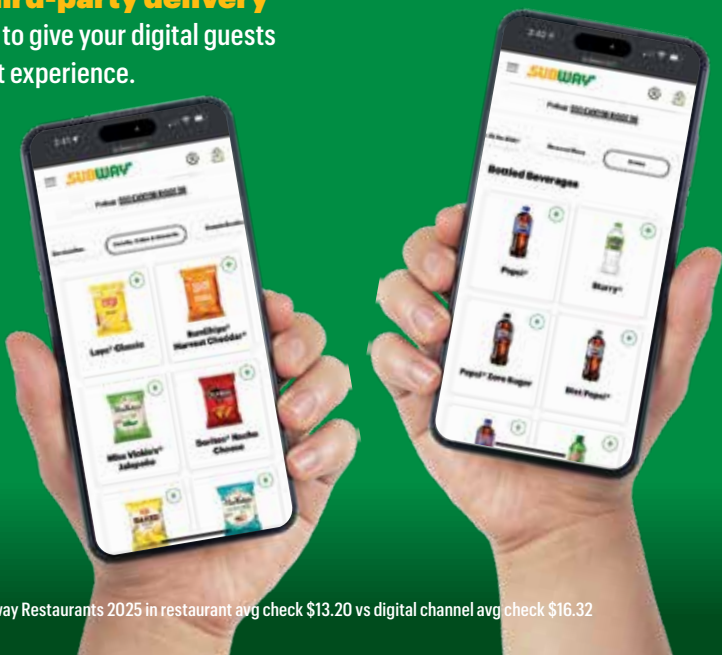
But it's up to you to make sure your mobile menus are accurate for **products** and **pricing**.

Closely examine your restaurant's **mobile ordering** platform and **third-party delivery** menus to give your digital guests a great experience.

# 3

Digital orders are

**24%\***  
**HIGHER AVG CHECK**  
than in-restaurant orders



\*U.S. Subway Restaurants 2025 in restaurant avg check \$13.20 vs digital channel avg check \$16.32

# THE POWER OF SUGGESTION

# 4

The most effective way to increase check and profitability by selling more chips and drinks is also the easiest – **Just Ask:**

**Every Guest,  
Every Time!**

Here are some helpful tips:

➔ **Avoid asking a “yes/no” question:**

“What size drink would you like with your meal today?”

➔ **Make personal suggestions:**

“You should try Miss Vickie’s® Jalapeno chips and a Starry® with this. They’re my favorite!”

➔ **Create value:**

“We can make this sandwich a meal for only \$X.XX more!”

Let's  
make  
that a  
meal!



**It's simple**, improves customer satisfaction, and increases repeat visits.





# THE SIMPLE FOUR TO SELL MORE

# 1

## VARIETY & PLACEMENT

Are the suggested planograms being followed?

- ➔ Offering all required and suggested products
- ➔ Organized for correct space to sales

# 2

## POSITION & PRESENTATION

Is the equipment in the right location and ready for sales?

- ➔ Keeping beverage stations clean and functioning
- ➔ Fully stocked racks and coolers

# 3

## DIGITAL PRECISION

Are your digital ordering menus accurate?

- ➔ Product offering and variety
- ➔ Pricing and availability

# 4

## POWER OF SUGGESTION

Is suggestive selling happening on each transaction?

- ➔ Create value for your guests through upsell, strategic discounts and meal satisfaction



For additional resources visit our PepsiCo page on the Feed  
[Thefeed.subway.com](http://Thefeed.subway.com)

# SUBS ♥ CHIPS & SIPS: WHAT IS YOUR OPPORTUNITY?



Encourage your team to participate in an **8-WEEK CHALLENGE** to increase sales every week!

## GOAL VS LAST YEAR:

**+2 chips** per day  
**+4 drinks** per day

	# SUBS SOLD
WK <b>1</b>	<input type="text"/>
WK <b>2</b>	<input type="text"/>
WK <b>3</b>	<input type="text"/>
WK <b>4</b>	<input type="text"/>
WK <b>5</b>	<input type="text"/>
WK <b>6</b>	<input type="text"/>
WK <b>7</b>	<input type="text"/>
WK <b>8</b>	<input type="text"/>

ADD-ON SALES	
# CHIPS SOLD	# DRINKS SOLD
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
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