

SUBWAY: HISTORY, TRADITIONS, RECIPES («САБУЕЙ»: ІСТОРІЯ, ТРАДИЦІЇ, РЕЦЕПТИ)

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У доповіді міститься інформація про одну з найбільших американських мереж ресторанів фастфуду Subway, яка була заснована в 1965 році. Сьогодні мережа представлена в 96 країнах світу більше ніж 38682 точками, в яких щодня обслуговуються мільйони клієнтів.

Subway is an American restaurant franchise that primarily sells submarine sandwiches (subs) and salads. It is owned and operated by Doctor's Associates, Inc. (DAI). Subway is one of the fastest growing franchises in the world with 37,881 restaurants in 98 countries and territories as of November 7, 2012. It is the largest single-brand restaurant chain globally and is the second largest restaurant operator globally after Yum! Brands (over 37,000 locations).

In 2011, Subway introduced gluten-free bread and brownies to some locations in Texas. It also cut the salt content of its sandwiches by 15 percent.

In the UK and Ireland, Subway has reduced salt content across its entire range by 33% and has committed to further reductions, in line with government targets. Subway's range of "Low Fat" subs is endorsed by the charity Heart Research UK.

On February 2, 2007, KNXV-TV (with the help of the Arizona Department of Weights and Measures) reported that three of Subway's "Giant Sub" sandwiches, nominally each 3-foot (91 cm) long, were actually 2 feet 8 inches (81 cm), 2 feet 8¹/₄ inches (81.9 cm), and 2 feet 8¹/₂ inches (82.6 cm) long. The maximum variance in length allowed in Arizona is 3% (1.08 inches (2.7 cm), for a three-foot sub). The report also showed the boxes designed to store these sandwiches were 2 feet 10³/₄ inches (88.3 cm) in length; shorter than the maximum allowable variance. In response to the report, Subway stated they were reevaluating their advertising, training and packaging materials with regard to the specific or implied length of Giant Subs, and were advising their franchisees to only discuss with customers the approximate number of expected servings and not a specific length of measurement. In 2012, Subway launched the "Toast the Tax" campaign to put pressure on the UK government to drop VAT on toasted sandwiches, as it has done for hot savouries.