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## **Gotta Ciabatta? Quiznos Debuts New Product with Rhyme for Painless Ordering** *Quiznos Offering Free Italian Pronunciation Lesson with New \$3.99 Sub*

**DENVER – September 8, 2014** – Quiznos, known for its innovative, toasted menu, is introducing a brand-new item—**Ciabatta Toasties**. Though this popular Italian bread always tempts the palate, sometimes it doesn't easily roll off the tongue. Quiznos recommends guests simply say, "Gotta Ciabatta" to order Ciabattas, now available nationwide.

Made with artisan Ciabatta bread, Ciabatta Toasties deliver a high-quality, delicious sandwich for a surprisingly low price. For just \$3.99, guests can experience Quiznos premium ingredients, unique bread offering and toasting expertise all in one sub, making this new item truly irresistible.

"The new Ciabatta Toasties provide news, quality and value to our guests while leveraging our toasted equity that brings out the flavor," said Susan Lintonsmith, Quiznos Chief Marketing Officer. "The idea for this product originated from a group of our franchisees in Southern California. We tested with these franchisees and were very happy with the results and the guest feedback."

Each of the three new Ciabatta Toasties features ingredients and flavors combined specifically for toasting, from the meat to the cheese and all the way up to the spices and bread.

- **Honey Dijon Ham** – The Honey Dijon Ham features Quiznos premium ham, Swiss cheese, tomatoes, onions, and lettuce, all topped with spices and honey mustard dressing.
- **Turkey Pesto** – Featuring Quiznos turkey, the Pesto Turkey is piled high with mozzarella, tomatoes, onions, lettuce, and sprinkled with spices, basil pesto and signature red wine vinaigrette.
- **Veggie Caprese** – The Veggie Caprese packs a double portion of mozzarella cheese, along with fresh tomatoes, onions, lettuce, olives, cucumbers and spices, drizzled with fat-free balsamic vinaigrette.

Gotta Ciabatta? For just \$3.99, Quiznos guests nationwide can getta Ciabatta for not a-lotta. How's that for a rhyme? Buon Appetito!

### **About Quiznos**

Denver-based Quiznos is a chain designed for today's busy consumers who are looking for a high quality, tasty, freshly prepared alternative to traditional fast-food restaurants. With locations in 50 states and 34 countries, Quiznos is one of the world's premier quick-service restaurant chains and pioneer of the toasted sandwich; Quiznos restaurants offer creative, chef-created sandwiches and salads using premium ingredients. Quiznos was founded in 1981 by chefs who discovered that toasting brought out the best in every sandwich ingredient. For more information, please visit [www.quiznos.com](http://www.quiznos.com) or [www.facebook.com/quiznos](https://www.facebook.com/quiznos).