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Quiznos Launches Web and Mobile Interactive Allergy Menus

Customers with food allergies can now find customized meal options

DENVER – July 16, 2013 – Quiznos added an 'Interactive Allergy Menu' tool to its U.S. website and mobile phone applications to make ordering easier for customers with food allergies and restrictions.

A customer simply selects foods or ingredients he wishes to avoid and immediately views all available Quiznos menu options. Customers can choose from hundreds of combinations of items to avoid including the eight major allergen groups or specific ingredients like MSG, gluten or sulfites.

This tool helps customers enjoy a better experience by quickly presenting all available options and speeding up the ordering process without the hassle or embarrassment of having to ask or guess. The mobile application follows the same ordering process as customers go through in the restaurant, making ordering decisions even more convenient.

The Quiznos Interactive Allergy Menus were developed and customized by Gipsee, Inc. (www.gipsee.com), a Colorado company that develops and customizes restriction-based dining solutions for restaurants, schools, universities and other related segments. For more information please email info@gipsee.com.

Customers can access the Quiznos Interactive Allergy Menu at Quiznos.com/menu/restaurant or *on* any smartphone by entering http://www.quiznos.com/mobile on their mobile browser.

The tool serves to provide customers with the best and most options and also alerts customers that cross-product contamination is still possible due to the way sandwiches are assembled in the restaurants. Quiznos attempts to provide ingredient information regarding its products that is as complete as possible. The information contained in the tools is based on standard product formulations. Variations may occur due to differences in suppliers, ingredient substitutions, recipe revisions, and/or product production at the restaurant. Some menu items may not be available at all restaurants; test products, test formulations or regional items may not be included. All items are prepared in common areas and may contain trace amounts of ingredients contained in other products.

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 25 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.facebook.com/quiznos.

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