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## Quiznos Finds Financial Foothold in Emerging Asian Markets

*Indonesian Multi-Unit Development Deal Among Quiznos Most Recent Success in Asia*

DENVER – Nov. 6, 2013 – Following its most recent International successes in Mexico, Russia, and the United Arab Emirates, Quiznos will bring toasted sandwiches to Indonesia with the signature of PT Quiznosindo as the brand’s newest franchisor. The group, led by Mr. Tan Po Lian, plans to open 100 units in Indonesia over the next 10 years.

The partnership in Indonesia is the latest in a series of Quiznos development successes in Asia, including expansion into South Korea, Singapore and the Philippines. Quiznos continued expansion into Asia is prompted by the region’s recent spike in income growth and rise in consumer demand for affordable dining-out options. In fact, *Euromonitor* projects, in constant terms, that Indonesia’s commercial foodservice market alone will grow by \$6.7 billion to \$45.6 billion.<sup>[1]</sup>

### South Korea

Quiznos recently celebrated its 7<sup>th</sup> anniversary in South Korea and has seen locations across the country continue to outpace a majority of the system in monthly sales. Quiznos Master Franchisee, USUMB Co., LTD, recently exceeded double digit sales growth in monthly sales at the mall based location, ranking this location among the top 5 of all International locations and top 25 globally in terms of overall monthly sales.

Quiznos South Korea has seen a system wide 12% sales lift, largely due to a country wide marketing campaign, featuring actor Lee Sang Yoon, launched in March 2013. Quiznos South Korea currently owns and operates 31 Quiznos locations throughout South Korea.

### Singapore

In October, a new limited-service, coffee concept called the Q Café made its debut in Singapore’s Changi Airport. The Q Café platform was announced last May at the Quiznos Global Summit in Costa Rica. The introduction of the concept into Singapore signals the brand’s interest for initiating similar, tailored market approaches for other International development projects. Quiznos also has plans to debut two locations in mixed-use shopping centers before the end of the year.

“The decision to launch the Q Café platform in Singapore required a deep understanding of the demands of the Singaporean consumer,” said Kenneth Cutshaw, President of International for Quiznos. “Following the expansion of several International coffee brands, the café culture in the region has exploded. We saw an opportunity to speak to the needs of consumers by delivering high-quality brewed coffee, while at the same time ensuring brand consistency and allowing for market flexibility.”

## **Philippines**

Quiznos has also established a long-term development opportunity in Southeast Asia. In 2011, the brand inked a franchise deal with Philippines-based franchisor ACA Group, a franchise organization and business investment network with more than 20 years of experience. The group committed to opening 35 stores in country by 2021 and in 2013 has already opened ten stores with plans to open three more by the end of the year. The ACA Group also holds master franchising rights for US-based Johnny Rockets, and was recently recognized as the brand's international franchisee of the year

Expansion into Singapore, South Korea, the Philippines and Indonesia are part of Quiznos' continued international development plan to open more than 1,000 international stores in more than 40 countries by 2020.

## **ABOUT QUIZNOS**

Denver-based Quiznos is a chain designed for today's busy consumers who are looking for a 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-inspired sandwiches, salads, and soups 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).

[1] Allen, Robin Lee. "Hot International Growth Markets for Restaurants." *Nation's Restaurant News Home Page*. Nation's Restaurant News, 25 Oct. 2013. Web. 04 Nov. 2013.

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