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Quiznos Raises a Toast to Bourbon

Limited Time Bourbon Steak Sub a Nod to Small Batch Distillery Renaissance

DENVER – DATE – When asked about the recent resurgence of bourbon, President of the Kentucky Distiller's Association, Eric Gregory told TODAY.com¹, "Bourbon is cool again. It's not just a drink anymore; it's part of the culture." With small batch distilleries cropping up all over the country, including in [Quiznos](#) own backyard, executive Chef Nick Graff wanted to incorporate the recent popularity of the signature American beverage into his newest chef-inspired creation – the limited time Bourbon Steak Sub.

"We selected a bourbon, that when reduced, resulted in a traditional oak barrel flavor profile with a vanilla overtone," said Chef Nick Graff. "That, combined with a savory ponzu sauce, garlic and mustard gave the bourbon sauce a sweetness that complimented the spicy black pepper profile of the black-angus steak."

The new Bourbon Steak Sub features high quality black-angus steak, melted mozzarella, smoky bacon and crunchy fried onions all topped with Quiznos original bourbon sauce and served up on an Italian white baguette.

To usher in the limited time offer, Quiznos is launching a comical new television campaign built around the made up word and catch phrase, 'floasted'. The television spots, which are set to start airing mid-September, features a character who has coined the term 'floasted' as the ultimate descriptor for Quiznos subs – flavor plus toasted equals 'floasted'.

"Quiznos is known as the pioneer of the toasted sub," said Susan Lintonsmith, Quiznos Chief Marketing Officer. "We toast not only to make our artisan breads taste even better, but to bring out the great flavors in our meats and cheeses. Toasting releases the flavors. The new floasted campaign, featuring our new tasty Bourbon Steak sub, communicates the flavor benefits of toasting in a fun and memorable way."

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 30 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 or www.facebook.com/quiznos.

¹Neufield, Adina Kalish. "Bourbon Is Trendy; Don't Look like a Novice at the Bar." *TODAY.com*. N.p., 06 Feb. 2013. Web. 04 Sept. 2013.

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