



Quiznos to Start Toasting in Mexico

Toasted Sandwich Pioneer to Open More Than 150 New Restaurants in Mexico

DENVER – January 28, 2013 – Quiznos, one of the world’s premier quick service restaurant (QSR) chains and pioneer of the toasted sandwich, today announced its expansion into Mexico. Quiznos has partnered with Mexico City-based QUIZMEX SA DE CV to open more than 150 restaurants in the next ten years, including a planned five Mexico City locations in 2013. The group, led by Moises Tawil and Mauricio Levy, plans to open a Quiznos restaurant on the famed Avenida Presidente Masaryk in Mexico City, one of the world’s most exclusive shopping districts, which is celebrated for its trendy restaurants and stylish boutiques.

The partnership is the latest in a series of recent Quiznos international development announcements, including expansion into the Philippines and India. In the last two years Quiznos has expanded rapidly in Brazil, most recently in the cities of Curitiba and Rio de Janeiro. Quiznos will open its first Russian location in March 2013.

“We are excited about this new opportunity to expand the Quiznos brand into Mexico,” said Kenneth Cutshaw, President of International for Quiznos. “Quizmex is an exceptional partner and we are eager to grow the Quiznos brand with them. Mexico is experiencing a growing foodservice sector and we are thrilled to bring Quiznos’ toasted, chef-inspired sandwiches to the Mexican people.”

“Quiznos is a highly respected international brand that demands excellence from its partners. We are very confident in our ability to successfully position the brand in Mexico,” said Isaac Levy of Quizmex. “We believe Mexico is ready to embrace Quiznos and its commitment to serving high quality, great tasting food in a fun, inviting atmosphere. We plan to grow quickly and our team is dedicated to the future success of our franchisees.”

Through its international development initiative, Quiznos expects to open more than 1,000 international locations 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 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-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.

ABOUT QUIZMEX SA DE CV

QUIZMEX SA de CV is a food service and real estate management company with the development rights to Quiznos restaurants in Mexico. Based in Mexico City, the company has extensive experience working with international franchised foodservice brands. The group plans to open more than 150 Quiznos restaurants in Mexico in the next ten years.

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