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Quiznos Reintroduces America to Inspiring Taste

America's pioneer of the toasted sandwich launches a new menu

DENVER – May 9, 2012 – Quiznos, one of the nation's premier quick-service restaurant chains and pioneer of the toasted sandwich, is launching a new menu today with more than 25 better-than-ever items that will re-introduce America to the crave-inducing taste of Quiznos. Inspired by innovative gourmet food trends, the 31-year-old company is introducing new premium sandwiches like the Chicken Milano sandwich and completely new categories like salad wraps and sub sliders. Quiznos also conducted an ingredients audit to ensure the best possible ingredients are being used in every item and providing customers with the best taste and flavor possible.

"We looked at our menu and explored all opportunities to infuse every item with bold flavor and amazing tastes," said Quiznos Senior Vice President of Culinary Innovation Zach Calkins. "From new sandwiches to completely new categories – we are delivering fresh, high quality products."

New Premium Sandwiches

Staying true to the brand history, Quiznos introduces new toasted sandwich recipes. Created by Quiznos Chefs, the toasted sandwiches offer new flavors, new signature sauces and innovative tastes. The new sandwiches bring even more flavor options to the Quiznos offering, including the Chicken Milano, California Chicken Club, Prime Rib Philly and Meatball Sub.

Improved Ingredients

The new Quiznos menu also features new premium ingredients throughout the menu. While sandwiches like the Prime Rib and Black Angus steak have always used high quality and fresh sliced meats and cheeses, there was an opportunity to infuse every menu item with premium ingredients. Artisan bread, all-natural chicken, all-breast-meat turkey, and all-butter cookies are just a few of the new, premium ingredients now available.

New Menu Categories

The new Quiznos menu boasts new menu categories like wraps, flatbreads and sliders. Specific items include the Cobb Salad Wrap, Basil Chicken Grilled Flatbread and Smoky Chipotle Turkey Sub Slider that will continue to offer customers the choices they crave. Quiznos is also introducing a new line of desserts including new chocolate brownies.

About Quiznos

Denver-based Quiznos is an international chain designed for today's busy consumers who are looking for a tasty, freshly prepared alternative to traditional fast-food restaurants. One of the nation's premier quick-service restaurant chains and pioneer of the toasted sandwich, Quiznos restaurants offer creative, chef-inspired 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.