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## Subway relaunches catering program with ezCater

New offerings include ‘easy order’ options and refreshed packaging



**Ron Ruggless**, Senior Editor, Nation's Restaurant News / Restaurant Hospitality  
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As part of its catering program relaunch, Subway is offering refreshed packaging options. SUBWAY

Subway is relaunching its catering program, offering new “easy order” options, new packaging and a partnership with ezCater, the company said Tuesday.

The Milford, Conn.-based sandwich brand said it was also offering delivery and pick-up options for customer convenience as part of the redesign.

“Over the last year, we’ve continued to see an increased demand for pickup and delivery orders overall, alongside larger catering orders spurred by a return to in-office operations and increased gatherings,” said Trevor Haynes, president of Subway North America, in a statement.

As part of the catering program relaunch, Subway is offering “easy order” options with new pre-selected platters and lunch box options, gallon-size beverages, toppings trays and condiment packets.

Subway also is offering upgraded packaging with single-serve and pre-wrapped food packaging. Lunch box options, toppings trays, gallon-size beverages and tote bags also feature a refreshed design, the company said.

“The enhancements to our catering program reflect a wealth of research, improve upon the guest experience with a simplified ordering process and reduced wait time for pickup or delivery, and have a positive impact on our franchisees’ bottom line, with most orders representing incremental sales,” said Jenn Saunders-Haynes, director of catering at Subway, in a statement.

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Subway has also partnered with the ezCater marketplace for centralized food orders. The company said ezCater’s turnkey catering offerings will tap into corporate customers.

Mike O’Hanlon, chief customer care and operations officer at ezCater, said: “As food for work becomes an increasingly important employee perk, we’re thrilled to help power the relaunch of Subway’s catering program. Now companies nationwide can bring Subway catering into their workplace and make the most of their lunch break.”

Subway has more than 37,000 restaurants in more than 100 countries.

Contact Ron Ruggless at [Ronald.Ruggless@Informa.com](mailto:Ronald.Ruggless@Informa.com)

Follow him on Twitter: [@RonRuggless](https://twitter.com/RonRuggless)

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## About the Author



**Ron Ruggless**

**Senior Editor, Nation's Restaurant News / Restaurant Hospitality**

**Ron Ruggless** serves as a senior editor for Informa Connect's Nation's Restaurant News (NRN.com) and Restaurant Hospitality (Restaurant-Hospitality.com) online and print platforms. He joined NRN in 1992 after working 10 years in various roles at the Dallas Times Herald newspaper, including restaurant critic, assistant business editor, food editor a...

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