

# Quiznos Sub - the toast of Ireland

Quiznos Sub, one of Ireland's fastest-growing food franchises, is a unique combination of quality and distinctiveness which is fast becoming a firm favourite among Irish palates. While relatively unknown until recently in this country, there are actually more than 5,000 Quiznos restaurants worldwide - each offering a delicious blend of toasted breads and the finest ingredients.

The company was founded in Boulder, Colorado in 1981, with a commitment to source only the best ingredients for every part of the food. Since then, it has exported the Quiznos Sub message to 21 countries around the globe. There are 11 outlets in Ireland, the majority of which are in Dublin, alongside outlets in Carlow, Cork and Limerick; and that number is growing all the time.

So what makes Quiznos Sub so special?

Maybe it is the artisan breads, maybe it is the signature sauces, or maybe it is the attention to detail and a refusal to compromise on quality on the special fillings. But, whatever the secret ingredient, Quiznos Sub has entered the competitive sandwich market and has created something unique, and it is this quality that makes it stand out from the competition. Consumers are looking for something different for lunch - and they are finding it at Quiznos Sub.

The individuality of Quiznos Sub extends to the menu, which tends to appeal to a more adventurous palate. Favourites include Mesquite Chicken and Bacon, Teriyaki Chicken and Pineapple, and Turkey Bacon Guacamole - or, for those who prefer a more traditional approach, there are such classics as Ham and Swiss, Meatball and Steak Sub sandwiches on the extensive menu. And, ever the company to innovate, Quiznos Sub is now offering toasted wraps as a healthy, tasty alternative.

A measure of the potential of Quiznos Sub can be seen in the fact that the master franchise for Ireland is operated by Kylemore Foods Group, thus adding the expertise of a company with a long history of catering to the Irish public. And, having established the first Quiznos Sub in St Stephen's Green Centre in 2004, the company has been busy helping to create franchise outlets throughout Dublin and beyond.

Major franchisees are Saul and Edward Marcus, a father and son team who opened their first branch of Quiznos in the Powerscourt Centre in central Dublin in 2005, and who have



Saul Marcus, Quiznos Sub, Powerscourt Centre

PHOTO MAURA HICKEY

since opened further outlets on Wexford Street and North Earl Street.

"Edward is a qualified chef, and he was looking for an opportunity to open a business," said Saul. "He had spent some time in America, and was familiar with the brand. So when we saw Quiznos at a franchise exhibition, we thought that it could have some scope here. The fact that it used a better quality product, and had excellent training programmes, helped us to make that decision."

It was something of a leap of faith to open a restaurant with an unfamiliar name - but, of course, part of the challenge for Saul and Edward was to build up the brand from the ground floor.

"We have now been operating in Powerscourt for 18 months," said Saul. "We are getting a lot of return customers, and everybody seems to like the product. And, of course, the more outlets that open, the better it is for us in terms of brand recognition."

Since opening in Wexford Street and in the Powerscourt Centre on Mary Street, Saul and Edward have experienced the various different markets, each of which is acquiring a taste for Quiznos. There is a regular lunchtime trade in the Powerscourt Centre, while Wexford Street is more of a night-time venue. North Earl Street, on the other

hand, is a smaller outlet, with a greater emphasis on take-away. But each branch is growing in popularity as more and more people begin to sample what Quiznos Sub has to offer.

From a franchisee's perspective, the ease of the operation is also a major point in its favour. Each preparation area is carefully designed to make the most of a relatively small space, and once a sandwich is prepared from the ingredients and dressed with the appropriate sauce, it is simply slipped onto a rotating grid oven. The customer transaction time from order to receipt is 210 seconds in total, and the toasting is enough to bring out the flavours and offer the customer a hot meal - simplicity itself.

If you are interested in finding out more about this exciting sub sandwich restaurant operation, and possess an entrepreneurial spirit, then contact Simon Povall. Simon can be contacted on 01-8140600 or by emailing: [Simon.Povall@kylemore.ie](mailto:Simon.Povall@kylemore.ie)

  
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