

# Subway® Announces Exclusive Partnership with TFI TAB Food Investments to Expand Its Presence in Turkey

## Master franchise agreement will result in 400 new restaurants opening across Turkey in the next seven years

August 8, 2022 - Subway®, one of the world's largest restaurant brands, and TFI TAB Food Investments (TFI), the leading quick service restaurant (QSR) operator in Turkey and the fifth largest QSR operator in the world, have entered a new master franchise agreement, effective October 1, 2022, to expand Subway's presence in Turkey.

Under the new partnership, TFI, with a proven track record of operating more than 2,700 restaurants across both global and regional QSR brands and more than 28 years of experience in the QSR industry, will acquire the exclusive rights to manage and develop all Subway locations in Turkey. The agreement, which includes opening 400 new restaurants across Turkey over the next seven years, will expand Subway's current footprint of approximately 80 restaurants in the market by more than five times.

"As Subway looks to increase its presence internationally, we're seeking partnerships with operators who have significant experience leading the growth of other major brands in a region," said John Chidsey, Chief Executive Officer of Subway. "TFI, as the leading QSR operator in the market and with a deep understanding of Turkish consumers, is the ideal partner to help accelerate Subway's presence in Turkey."

In addition to opening new restaurants featuring Subway's modernized, "Fresh Forward" design, TFI will immediately enhance delivery and online ordering options, providing consumers with a seamless digital experience.

"As consumers in Turkey continue to seek better-for-you options, Subway is well positioned to continue to expand its presence in the market and offer local guests even more opportunity to enjoy freshly made, craveable food at a great value," said Kagan Sanli, Director of MAMCIP Region for Subway. "TFI, with strong operational and marketing expertise, best-in-class procurement and an owned supply chain, a fully integrated digital mobile delivery platform, and extensive knowledge and insights of the Turkish market, will help elevate the Subway brand and ensure we are able to meet the needs of new and returning guests."

“TFI has proudly introduced four global QSR brands to the Turkish market and is known for its innovative products, services and solutions,” said Erhan Kurdoğlu, Chairman of the Board of Directors of TFI TAB Food Investments. “We’re excited to now add Subway to our portfolio and to demonstrate once again our ability to lead and develop a global brand as we create value for Turkish guests. By leveraging our ecosystem companies, which provide products and services to QSR brands in Turkey, I’m confident TFI will be able to quickly make strategic enhancements to Subway restaurants in the country.”

The agreement with TFI is part of Subway’s multi-year transformation journey to build a Better Subway, improving on all aspects of the brand and expanding its global presence. In EMEA, Subway plans to double its number of restaurants across the region in the coming years and will continue to seek strong partners to support the brand on its journey.

### **About Subway® Restaurants**

As one of the world's largest quick service restaurant brands, Subway serves freshly made-to-order sandwiches, wraps, salads and bowls to millions of guests, across more than 100 countries in more than 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network that includes more than 20,000 dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

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### **About TFI TAB Food Investments:**

With over 55,000 employees in its more than 2,700 restaurants, TFI TAB Food Investments is the leading operator of leading quick-service restaurant chains in both Turkey and China. Building on its 28 years of experience, TFI sets the operating standards for its industry and shapes consumer trends in the markets in which it operates. TAB Gıda, a subsidiary of TFI, is a leader in the Turkish quick service restaurant industry with more than 1,300 quick service restaurants under various brands such as Burger King®, Sbarro®, Popeyes®, Arby's®, Usta Dönerci®, and Usta Pideci®. TFI started investing in China in 2012, which is a very important part of its growth strategy. In just six years, Burger King® China has reached the level of more than 1,400 restaurants in 200 cities in China. TFI's ecosystem companies, which are the key players behind the Group's success, provide products and services to quick-service restaurants in Turkey. The ecosystem companies include Fasdat Gıda - a leading purchasing, warehousing, and logistics services company - Ekmek Unlu Gıda - a bakery products factory with superior technology - AtaKey - one of the largest potato processing factories in Turkey - Ekur Et Entegre - a meat processing factory with advanced technology - Reklam Üssü - an advertising agency providing communication and marketing services - and Fiyuu - an experience-based delivery system.

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