



## **MR.SUB WINS THE 2017 NPD CONSUMER CHOICE AWARD FOR HEALTHY OPTIONS**

Richmond Hill, ON- July 24, 2017- At this year's NPD Group's Foodservice Summit held in Toronto, MR.SUB was awarded the NPD Consumer Choice Award for Healthy Options. The NPD Group recognized five top operators in the foodservice category across five categories based on ranking from consumers, using NPD's Customer Satisfaction tool. The online tool measures satisfaction ratings across 21 attributes, open-ended comments and consumer intent to revisit chain restaurants across Canada. These results, along with the best overall improvement year over year in each category compared to all other foodservice operators visited by the panelists, determined MR.SUB being awarded the win in the Healthy Option category in 2017.

"We're pleased to have won this award and be recognized as being a healthier choice for consumers when dining out said Jason Brading, Brand VP of MR.SUB. Our franchise owners take pride in baking fresh bread daily, and prepping fresh vegetables in restaurant in an effort to deliver the best tasting subs to our guests. Consumers are seeking fresh, made to order offerings, including ingredients that are sourced locally, and MR.SUB has made great efforts in the past year, including introducing all-white-meat grilled chicken strips sourced from Canadian farms in all of our restaurants, and our guests are telling us that that is why they choose MR.SUB over our competitors."

### **About MR.SUB**

A Canadian food original, MR.SUB opened its doors in 1968 in the heart of Toronto and has grown to over 280 locations across Canada as well as Internationally. With freshly made subs, wraps, soups, salads and more, our menu has something to satisfy any craving. For further information, visit [www.mrsub.ca](http://www.mrsub.ca).

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