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**SUBWAY® DIGITAL GROWS GLOBAL E-COMMERCE CAPABILITIES WITH  
ACQUISITION FROM VANCOUVER COMPANY AVANTI COMMERCE  
World’s Largest Restaurant Brand Enhances Digital Storefront Platform**

**TORONTO, Sept. 6, 2016** – SUBWAY® restaurants announces the acquisition of a digital technology team and assets from [Avanti Commerce](#), a Vancouver-based online commerce solution provider and SUBWAY® restaurants partner since 2011.

The 20-person team joining SUBWAY® Digital from Avanti Commerce will remain and grow in Vancouver, which is a technology hub for Canada and a centralized location for technology and digital talent. As part of the SUBWAY® Digital group, the new team will be dedicated to the expansion and customization of unique e-commerce and omni-channel platforms for the sandwich chain.

“This reinforces our commitment to attracting top technology and digital marketing talent,” said Carman Wenkoff, SUBWAY® restaurants CIO and Chief Digital Officer. “This will bring our commerce platform of enhancing engagement and building loyalty to the next level and will allow us to deliver value to the market quickly.”

SUBWAY® restaurants will also continue to partner with Avanti’s Innovation Team to further extend the capabilities of their digital strategy. The teams are currently developing an in-restaurant kiosk program.

“Being the only provider that has deployed online ordering at such a large scale, in multiple countries, has put us in a great position to pursue our mission of providing convenience while bridging the in-store and online experience for brands and customers alike – a real omni-channel approach” says Jason Strashek, Avanti’s founder and CEO.

SUBWAY® Digital is building the framework for a comprehensive digital strategy around the world. With the creation of SUBWAY® Digital, the newest division for SUBWAY® restaurants, the brand is looking to add at least 50 jobs this year, and up to 150 total over the next few years, including five on the new team in Vancouver.

Customers in 112 countries have easy access to a fresh line-up of vegetables for their made-to-order sandwiches and salads at any of the more than 44,600 franchised locations. The company, founded 50 years ago by then 17-year-old Fred DeLuca and family-friend Dr. Peter Buck, is still a family-owned business with thousands of dedicated franchisees/entrepreneurs in neighborhoods around the world, providing easy access to vegetables, detailed nutrition, dietary, and healthy lifestyle information. This has been a priority for the SUBWAY® restaurants chain for many years. To learn more, visit [www.SUBWAY.com](http://www.SUBWAY.com), like us on Facebook at <http://www.facebook.com/SUBWAYCanada> and follow us on <https://twitter.com/SUBWAYCanada>

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#### About Avanti Commerce Inc.

Avanti Commerce is an Order, Payment and Customer Engagement platform for restaurant chains of all sizes. By empowering the customer to Order & Pay at a time and location of their choosing, restaurants help mitigate capacity constraints while strengthening customer loyalty and driving recurring purchases. The customizable white-label platform is available as a monthly service (SaaS) to restaurant brands of all sizes. The truly omni-channel platform is also available as a licensed installation for larger restaurant chains wishing to tightly couple the platform within their existing retail technology ecosystem. The innovative platform extends a restaurant's storefront through Apps, the Web, and other innovative customer facing channels... *Anytime, Anywhere.*

Learn more by visiting [www.avanti.com](http://www.avanti.com)