

Blaze Every Bite at Subway!



Timing for Doritos® Blaze™ :

- During Subway's W1B timeframe
- Starting the week of Jan 21st
- Replenish as LTO through March 1st

Promotion Elements:

- IPC and SUBWAY® are requesting distributors auto ship ONE free case to every SUBWAY® Restaurant serviced
- Purse Rail Planogram
- In-store Menu Footer
- National Media: Digital & Social
- Website & E-mail blasts



Menu Footer



Purse Rail Planogram



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