

STATEMENT: The Truth About Our Super Stacked™ Subs
2-25-10

For more than 45 years and in hundreds of shops around the globe, Blimpie has served millions of customers fresh, wholesome subs made with sliced-to-order meats and topped with premium cheeses and fresh vegetables. That's our mission and we fulfill it.

That's why we are upset by a recent claim that says our Super Stacked™ subs don't have double meat portions. They do. What they don't have is twice the protein, and we don't say that they do. There is twice the protein from meat because it's double the meat, but it's not double the protein because the bread and cheese also contain protein and it's served on the same roll for both sandwiches.

We've learned of this confusion between protein and double meat from an Internet story about a recent class action complaint filed in Madison County, Ill. We've not yet been served with a copy of the complaint, so our time to answer it has not begun, much less run out. When we answer it, we'll let the lawyers who filed it know the difference between protein and double meat.

In the meantime, our customers, who know us best, order and eat "double meat" Super Stacked™ subs without complaint. That's our mission, and it's what we do best.