Blimpie to add pretzel bread as permanent option

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Blimpie is introducing a new turkey sandwich on pretzel bread this week. Additionally, because of pretzel bread's popularity, the chain will add it as a permanent option at restaurants throughout the country in June.

"People love pretzel bread because it's fun," said Nola Krieg, Blimpie research and development chef. "Subs made with pretzel bread bring back the taste, the smell, the vibe of America's favorite past times like a baseball game, a county fair or a carnival. Customers love this classic taste steeped in American tradition so we're making it a permanent menu option."

According to restaurant data tracking service Dataessential, pretzel bread is the fastest growing sandwich bread with a 36-percent increase on sandwich menus from 2011 to 2012.

Blimpie first introduced pretzel bread in 2009. Other chains have since tested or added the option, including Wendy's, Subway, Cousins Subs, Red Robin and Bruegger's.

QSRweb listed new styles of bread as one of the big culinary trends to emerge in the segment in 2013.

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www.qsrweb.com/article/210729/Blimpie-to-add-pretzel-bread-as-permanent-option