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**Blimpie Rolls Out Hearty Hot Heroes**

*Featuring Meatball Parmigiana, Sicilian and the New Cuban Hitting Menus for Cold Winter Months*

**Scottsdale, Arizona (November 10, 2016)** - Blimpie®, America's Sub Shop, is helping customers stay warm over the holidays with three Hot Heroes, in stores now until February 5, 2017. During this limited time offer, Blimpie guests can enjoy the Meatball Parmigiana, the Sicilian Panini, and a fresh take on the Cuban, featuring a new mojito aioli.

And according to Steve Evans, vice president of marketing for Blimpie, these hearty heroes are perfect for cold weather and built from the same top quality ingredients as all other Blimpie favorites. "As the weather gets colder, we wanted to offer our guests a chance to warm up with some delicious hot subs," said Evans. "All three of our Hot Heroes, the Meatball Parmigiana, the Sicilian Panini and the Cuban, are tasty subs filled with bold flavors our customers are craving. We can't wait to hear what our customers say when they try these delicious sandwiches."

Here are the ingredients for these Hot Heroes:

- **Meatball Parmigiana** - Italian meatballs smothered in a zesty marinara sauce with melted provolone and sprinkled with parmesan.
- **Sicilian Panini** - Slow-cured ham, prosciuttini, pepperoni, provolone, roasted red peppers with creamy Italian dressing on grilled ciabatta.
- **Cuban** - Pulled pork, ham, Swiss cheese, pickles, mustard, and mojito aioli, all served on a delicious pretzel roll.

To learn more about our Hot Heroes, and to find a Blimpie near you visit [Blimpie.com](http://Blimpie.com).

**About Blimpie**

Headquartered in Scottsdale, Ariz., Blimpie serves sub sandwiches prepared with quality ingredients along with delicious soups and salads. Founded in 1964, Blimpie has grown to approximately 400 franchised restaurants across the U.S. and abroad. In 2006, Blimpie became part of Kahala Brands™, one of the fastest growing franchising companies in the world with a portfolio of 18 quick-service restaurant brands and approximately 2900 locations in 28 countries. For more information about Blimpie visit [www.Blimpie.com](http://www.Blimpie.com)

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