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## Subway promotes sodium reduction

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Subway is one of the first quick-service brands to make [sodium](#)-reduction information for consumers a priority. The chain, which has long provided nutritional information on its Web site and in its restaurants, is now providing tips designed to help consumers reduce sodium intake.

The sodium reduction recommendations, from the brand's corporate dietitian Lanette Kovachi, MS, RD, are located on the "Menu & Nutrition" page of [www.subway.com](http://www.subway.com). In addition, consumers in the United States and Canada can view information that will be displayed at each restaurant that will suggest the best option for reducing fat and caloric intake as well as sodium. That message will soon be in stores worldwide.

"One of the things the Subway brand has strived to do over the years is to provide health and nutrition information to consumers in a concise, easy way," Kovachi said. "Sodium is an area of particular concern with many individuals, and as a brand we are constantly researching ways to reduce the sodium levels of our food and improve the overall nutritional quality.

"We have already made some progress in this area, but know there is a lot more we need to do," she said. "This new information on our Web site and in our restaurants, coupled with the all the nutritional information we already provide, is designed to provide customers with the information they may need to make more informed meal choices."

Also added to the Menu & Nutrition page at [subway.com](http://subway.com) is a new video by Celebrity Health & Nutrition Expert JJ Virgin, creator of the Weight Loss Resistance Revolution. JJ's new video, "Pile on the Veggies," highlights the benefits of adding nutritious and great tasting fresh vegetables to your sandwich or salad. Other experts on the Menu & Nutrition page include Carol Kur, MS, RD, co-founder of the Personal Training Institute. Kur provides fun and easy to follow fitness and nutrition tips.

The Subway brand's commitment to provide nutritional information and recommendations to consumers is part of its continuing platform to offer healthier alternatives. Over the years, the Subway chain has introduced a line of sandwiches and salads containing 6 grams of fat or less as well as the Fresh Fit meals for adults and kids that include a low-fat sandwich paired with "better for you" sides and drinks, such as apple slices, yogurt, low-fat milk and bottled water. In addition, the Subway brand is a proud national sponsor of many American Heart Association initiatives, such as Start! Walking at Work, Jump Rope for Heart and the American Heart Walks.

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