



Subway Chief Chats About Sales Surge

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With Starbucks' store closures gracing the cover of a local New York paper, the CEO of Subway Franchisee Advertising Fund Trust Jeff Moody had a different story to tell while sipping a coffee outside the beleaguered coffee chain.

Thanks to Subway's spot on health positioning and \$5 subs, the world's largest fast food chain is experiencing double-digit growth. Moody, who has held the post for a year, has successfully helmed the chain's advertising arm while burger sales have gone flat and pizza sales are cold. In an extensive in-person Q&A with Brandweek News Editor Kenneth Hein, Moody proclaimed his loyalty to Jared Fogle, his gut feeling that breakfast at Subway will go national and his disdain for the TV Upfronts.

[External Source - For the complete interview click here](#)

Source - Brandweek

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