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Firehouse Subs expands to Brazil

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The Firehouse Subs brand announces its entry to Brazil building on its international expansion. The brand plans to open more than 500 restaurants in 10 years across the country. The first restaurant is expected to launch in 2025 and will mark Firehouse Subs' debut in South America.

Founded in Jacksonville, Florida, in 1994 by two former firefighter brothers, Firehouse Subs is celebrated for its premium sandwiches, made using a unique cooking method unlocking juicier flavours by steaming the meats and cheeses. The brand combines hearty portions, and heartfelt service with a commitment to public safety, and frequently ranks highly in U.S. consumer surveys for food quality and taste in the Quick Service Restaurant (QSR) category.

The expansion into Brazil is part of a joint venture supported by parent company Restaurant Brands International (RBI), one of the world's largest QSR companies, in partnership with Iuri Miranda, former CEO and board member of Zamp S.A., the master franchisee of Burger King and Popeyes in Brazil. Leveraging RBI's global infrastructure and expertise in digital strategy and international development, combined with a great knowledge of the Brazilian market, Firehouse Subs aims to capture Brazil's growing sandwich market. In the long term, RBI expects to partner with local investors to fuel continued growth.

Thiago Santelmo, President of RBI International, said: "We are very excited to introduce Firehouse Subs to Brazil, a key market in the growing sandwich category, with Iuri Miranda, a longtime industry veteran and partner. I believe Firehouse Subs has an exciting runway for growth, and we have set ambitious expansion plans around the world."