

Firehouse sub plans to open 165 restaurants across Australia

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Firehouse Subs, the iconic American sub sandwich restaurant chain renowned for delivering large, flavorful portions and exceptional customer experience, is coming to Australia this year. Retail Food Group (RFG), Australia's largest multi-brand retail food franchisor, intends for Firehouse Subs to become the #1 sandwich choice in the country, with plans to open 165 restaurants in 10 years, and the first restaurant planned to open in Southeast Queensland in late 2025.

Founded in Florida, U.S., in 1994 by two former firefighter brothers, Firehouse Subs is celebrated for its made-to-order sandwiches, each layered with premium meats and cheeses sliced in-house and then steamed hot to bring out delicious and bold flavours. The brand lives up to the founder's original vision to be a restaurant where people can come and enjoy hot and hearty portions with quality service. Its products frequently rank among the very best in U.S. consumer surveys for food quality and taste.

This marks the entry into the Asia-Pacific region for the brand, through a development and franchise agreement between a subsidiary of the parent company, Restaurant Brands International (RBI), one of the world's largest quick-service restaurant companies, and RFG. RFG is the owner of popular brands Gloria Jeans Coffees, Donut King, Brumby's Bakery, Beefy's Pies and Crust Pizza.

Thiago Santelmo, President of RBI International, said: "We are excited to expand Firehouse Subs in the Asia-Pacific region, bringing our iconic sandwiches and rich brand heritage to Australia. This is made possible through our partnership with RFG, whose deep local expertise will be instrumental in delivering an outstanding guest experience."