



MEDIA CONTACT:

Hannah Koury
[Ajenda Public Relations](#)
hannah@ajendapr.com
(650) 922-4936

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

TOGO'S ELEVATES ITALIAN SANDWICH OFFERINGS

The Popular West Coast Sandwich Chain Introduces the New and Improved Italian Sandwich and a Brand New Hot & Spicy Italian

Campbell, CALIFORNIA (May 1st, 2024) – TOGO'S Sandwiches, the beloved West Coast sandwich chain known for its premium ingredients and generous portions, has enhanced its Italian sandwich lineup with the revamped #16 Italian, boasting four high quality deli meats and a refined balsamic dressing to transform the original recipe. TOGO'S has also introduced the limited-time Hot & Spicy Italian Sandwich, an original creation featuring zesty Chicago-style Giardiniera veggies, and their popular chipotle mayo, served hot and melty now through June 25th.

- **#16 The Italian:** New and Improved, reinvented with Genoa salami, Cotto Salami, and a new Mortadella to go with their classic Capicola, all topped off with provolone cheese, and drizzled in balsamic dressing. Previously prepared with Italian dressing, the change to balsamic dressing adds a sweet and tangy flavor profile to the sandwich.
- **#17 Hot & Spicy Italian:** A fiery assortment of Genoa Salami, Cotto Salami, spicy Capicola, and zesty Chicago-style Giardiniera veggies. This delicious combination is heated with melty pepper jack cheese and topped off with chipotle mayo. The incorporation of crispy Giardiniera veggies adds a powerful punch of heat, complementing the chipotle mayo which is crafted from a TOGO'S original recipe and is always mixed in-house.

“At TOGO'S, we're always looking for ways to enhance our beloved menu offerings and are dedicated to consistently exciting our loyal customers. Whether it's with premium meats or creative toppings, we're on a mission to make every TOGO an adventure of flavor, which is why we're thrilled to introduce these new spins on the classic Italian,” said Glenn Lunde, CEO of TOGO'S Eateries.

For over five decades, TOGO'S has upheld its dedication to delivering high-quality, fresh ingredients, and outstanding customer service. With over 180 locations open or under development across Arizona, California, Nevada, Oregon, and Washington, the brand remains committed to hand-mashing Hass avocados daily, using the freshest artisan breads, and offering premium and abundant portions. TOGO's big, fresh, meaty, and delicious sandwiches set it apart from the rest.

ABOUT TOGO'S EATERIES, LLC

TOGO'S Sandwiches was founded in 1971 in San Jose, California, by a young college student with a large appetite and only a little money who was looking to make sandwiches the way he liked them — big, fresh, and meaty. Today, that spirit of the founder and the original sandwich shop continues. Like the first days of the brand, TOGO'S products are still made with only the highest quality ingredients, including fresh artisan breads, hand-sliced premium pastrami, turkey, and roast beef, as well as Hass avocados hand-mashed in-house daily. TOGO'S is a franchised business that offers entrepreneurs a terrific opportunity to own their own business. With over 180 locations open and under development throughout the West, the brand is a restaurant staying ahead of the pack. For more information, to find your closest TOGO'S location, or to order online, please visit www.togos.com.