

The New Miami Subs Grill Introduces "Viva La Pita" Promotion

Written by Australian Business

MIAMI, FL, October 09, 2013 **/24-7PressRelease/** -- The New Miami Subs Grill, Florida's largest regional franchise, introduces a new campaign, "Viva La Pita," for the months of September and October. The hearty promotion, which will appear at each location and online, showcases the restaurant's full line of signature pita offerings. Flavors include Gyros, Chicken Caesar, Grilled Chicken, Veggie and Tuna, available for \$4 to \$5 each. Topped with fresh vegetables, savory dressings and our famous tzatziki sauce, all five are wrapped in fresh and fluffy pita bread that keeps these portable meals neatly in hand.

"This September and October, we invite our fans old and new to experience the art of our delicious pitas," says Frank Baran, vice president of operations. "These delicious, fluffy wraps, stuffed with your favorite protein or veggie offerings, are the perfect way to satisfy daytime or anytime hunger. We know existing and new guests will jump at the opportunity to taste this unique specialty."

"The New Miami Subs Grill is proud to have been serving pitas and gyros since our inception over 20 years ago," says CEO Richard Chwatt. "While we are focused on the future, we are still embracing our roots, and our delicious pitas are a testament to that iconic history."

Featuring an extensive menu—with participating locations offering breakfast and beer, wine and champagne—The New Miami Subs Grill continues to provide guests with a full range of quality dining options, made fresh to order.

ABOUT MIAMI SUBSThe New Miami Subs Grill, a South Florida company, has been serving great food for more than 20 years with the first true Miami Subs restaurant opening in 1988. The iconic fast casual franchise chain, beloved by fans worldwide, has grown to become Florida's largest regional sub and grill chain, featuring world-famous Philly cheesesteaks, wings, gyros and fresh Angus steak burgers. Delivery and breakfast are available in select locations. The New Miami Subs Grill currently has locations in Florida and South Carolina, with new locations slated for Guyana, Hawaii, Saudi Arabia and the Middle East. With the announcement of new equity partner, international music sensation Armando Christian Perez, aka Pitbull, the South Florida staple is in growth mode and in the midst of aggressive expansion efforts, both domestically and abroad. For franchising and other information, visit <http://www.miamisubs.com> or follow @MiamiSubs on Twitter and Facebook at <http://www.facebook.com/miamisubsg grill>.

For more information on The New Miami Subs Grill, a full list of locations and menu, please visit <http://www.miamisubs.com>.