



# NEWS RELEASE

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## **CHARLEY'S GRILLED SUBS LAUNCHES ITALIAN DELI DELUXE**

*Fresh-off-the-grill Italian Deli Deluxe heats things up in time for winter*

**COLUMBUS, Ohio** — (Oct. 16, 2006) Charley's Grilled Subs is helping bring the taste of Italy to customers with the introduction of its new Italian Deli Deluxe sandwich. Prepared fresh off the grill, the healthy new sub combines succulent ham, savory turkey and spicy pepperoni, all topped with Provolone cheese and zesty Italian seasoning.

"Many restaurants offer Italian sandwiches, but few offer these sandwiches hot, or use freshly grilled deli meats," said Betsy Berman, marketing director of Charley's Grilled Subs. "Charley's new Italian Deli Deluxe sub uses only the freshest grilled meats, adding a spicy pepperoni kick and savory Italian seasoning to give customers a unique Italian taste that's difficult to match."

The new Italian Deli Deluxe Sub begins with delicious ham, turkey and pepperoni, all prepared fresh off the grill. While these delectable meats are grilled, Italian seasoning is added to bring out a savory Italian taste. The sandwich is then topped with melted provolone cheese, flavorsome Italian dressing and placed on a Charley's Grilled Subs fresh-baked French bun, resulting in a mouthwatering sandwich that will leave customers saying "Amoré" at first bite!

The Italian Deli Deluxe, which comes in seven and 12-inch sizes, is available for a limited time only, from October 16 to November 22.

### **About Charley's Grilled Subs**

Charley's Grilled Subs, headquartered in Columbus, Ohio, has 300 locations worldwide in 39 states and 10 countries. Founded in 1986, Charley's Grilled Subs is best known for its made-to-order, signature Philly Cheese Steak and other steak, chicken and deli subs, gourmet fries and freshly squeezed lemonades. More than 90 percent of Charley's Grilled Subs restaurants are independently owned and operated by local franchisees. The restaurant chain has been recognized at the top of more than ten national lists for successful franchising, entrepreneurship and management in its 20 years of business. For more information, visit [charleys.com](http://charleys.com).

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