



WHICH WICH INKS MULTI-UNIT DEAL IN CARDIFF, WALES

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Which Wich® Superior Sandwiches, the award-winning Texan-based brand known for its fully customisable hot toasted sandwiches, has signed its first UK multi-unit franchise agreement with Breaking Brands Management Ltd., marking the next major step in its UK expansion.

Breaking Brands, led by experienced operator Steve Lewis, will launch the first locations in Cardiff. With a strong background in hospitality and food retail, the team is well placed to support a successful rollout, overseen by Operations Manager Chris Young.

"We're only just warming up – this is the first of many exciting announcements we'll be sharing," said Rami Awada, UK Master Franchisee of Which Wich®. "Cardiff ticks all the right boxes: diverse, energetic, and full of opportunity. Partnering with a trusted operator like Breaking Brands, we're set to take Cardiff by storm as we bring our fresh, made-to-order Wiches to new communities across the country."

Following successful brand adaptation and the launch of corporate stores in central London, Which Wich is now expanding its UK presence through franchising. With a flexible, scalable model and a proven product-market fit, the brand is actively seeking experienced single and multi-unit operators to drive growth across major cities.

Awada, who has overseen the brand's UK development since launch, continues to lead the national expansion strategy.

Founded in Dallas, Texas in 2003, Which Wich is recognised internationally for its innovative ordering system, health-conscious options, and strong catering and delivery model. The brand operates in multiple countries and is expanding across the UK through targeted franchise partnerships.

Franchise opportunities remain available in key regions. Learn more at www.whichwich.co.uk or follow @WhichWichUK on socials.

➔ **For press enquiries or to discuss franchising opportunities, please contact:**

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OUR ACCOLADES

- British Sandwich and Food To Go Awards "The Sammies" 2023, 2024 and 2025 Gold Award Winner
- Guinness World Record for Most Sandwiches in an Hour (held record twice)
- Fast Casual – Most Unique and Innovative Brand
- Franchise Times Fast & Serious List
- Entrepreneur's Top Food Franchise
- Restaurant Business Future 50 Pacesetter Award - Winner
- Fast Casual Top 100 Movers & Shakers
- Franchisee of the Year by the International Franchise Association – Winner
- Restaurant Neighbour Award Winner
- Nation's Restaurant News Menu Masters
- "Healthful Innovations" Award
- Nation's Restaurant News – Hot Concept Award Winner
- Entrepreneur – Breakout Star
- Forbes Best Franchise in America
- Restaurant Business News – Pacesetter Award Winner

KEY FACTS:



- ➔ Which Wich® Superior Sandwiches are customisable, freshly made to order, baked in our oven and served hot.
- ➔ We use the highest quality, locally sourced ingredients.
- ➔ We provide an 'all-day' breakfast menu, including breakfast muffins, pots, porridge and artisan coffee.
- ➔ Which Wich® is perfect for the health conscious. Any of our "Build Your Own" wiches can come rapped in lettuce, a spinach tortilla, as a salad, or we can "skinny" your bread.
- ➔ In addition to customised wiches, guests can enjoy hand-dipped shakes, signature house fries including sweet potato fries, house dipping sauces and just-out-of-the-oven cookies.
- ➔ Sandwichfaction Guaranteed™ - if you're not 100% satisfied with your Wich at the time you receive it, we will replace it, refund your money, or both.
- ➔ We have strong delivery and catering channels for eat at home or work.
- ➔ Open in St Giles place, West End and Fleet St, Central London.
- ➔ As a result of our flexible business model and superior support system, Which Wich has quickly become recognized as a major player in the franchise industry.

