

New Haven Register



Business

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-MILFORD — Area Subway customers may soon be ordering their subs, salads and snacks to the sounds of "Subway Radio," a new in-store radio network customized specifically for the sandwich chain.

California-based Private Label Radio, a division of DMI Music & Media Solutions, created the network for Subway, which is just beginning to implement it in franchises across the country.

Subway Radio will play predominantly music — a mix of top 40, adult contemporary and soft rock tunes — but also run ads for the chain's products and promotions, said Ned Daley, a Subway marketing program specialist.

"It offers us the opportunity to create an ambiance in the store," he said.

Before Subway Radio, many franchisees had personal radios in their restaurants that may have been set to stations they enjoyed but were not necessarily what customers wanted to hear, he said.

Subway Radio is distributed via the Internet and downloaded automatically at each store.

The company first tested the radio network last fall and is now giving all of its North American franchisees the opportunity to voluntarily subscribe to it, he said.

"It will be up to each individual franchisee" whether they choose to use Subway Radio, Daley said. Early response to the network from franchisees has been positive, he said.

"There's a lot we're trying to do within the restaurants to create an environment for the customers," he said, adding that company officials also are urging franchisees to consider upgrading some restaurants' decor.

In addition to playing music and ads for customers, Subway Radio will be geared toward employees. A half-hour before stores open, for example, the network will play motivational messages aimed at workers. At the end of the day, while employees are closing the franchises, the network will run messages thanking them for their hard work, Daley said.

The radio network will enhance customers' experience while at the same time providing a more uniform atmosphere at restaurants throughout the Subway chain, said Dennis Clabby, vice president of purchasing at the Independent Purchasing Cooperative, an independent Subway franchisee-owned and operated group.

"Sound plays a critical role in the emotion and atmosphere that our customers feel when they dine at Subway restaurants," he said in a statement.

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