



Arby's New Smoked Italian Porchetta Sandwich Inspired by 15th Century Italy

ATLANTA (July 31, 2017) – The latest marvel of Meatcraft™ has arrived at Arby's, and it is transporting guests back to 15th century Italy for a culinary experience unrivaled in the industry.

Arby's new Smoked Italian Porchetta Sandwich features a pork belly-wrapped pork loin smoked for eight hours, then sliced thin and topped with melted provolone cheese, lettuce, tomato, red onion, banana peppers, red wine vinaigrette and garlic aioli on a toasted sub roll.

Arby's is also offering the towering Mount Italy Sandwich, featuring porchetta, pit-smoked ham, salami and pepperoni garnished with Italian seasoning, melted provolone cheese, lettuce, tomato, red onion, banana peppers, red wine vinaigrette and garlic aioli on a toasted star top roll.

The porchetta is prepped and smoked for eight hours at family-owned Sadler's Smokehouse in Henderson, Texas, by the same pit masters that smoke Arby's brisket.

Porchetta is the latest ingredient helping Arby's deliver first-time dining experiences to guests across America. Arby's product innovation team pairs adventurous flavors with a variety of high-quality meats to test more than 1,000 potential menu items each year. Last year, Arby's introduced Pork Belly and Venison, followed by a Greek Gyro in April of this year.

For more information on Arby's Smoked Italian Porchetta Sandwich, the Mount Italy Sandwich and other menu items, please visit Arbys.com.

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About Arby's

Arby's, founded in 1964, is the first nationally franchised sandwich restaurant brand, with more than 3,300 restaurants worldwide. The Arby's brand purpose is "Inspiring Smiles Through Delicious Experiences®." Arby's restaurants feature Fast Crafted® service, a unique blend of quick-serve speed and value combined with the quality and made-for-you care of fast casual. Arby's Restaurant Group, Inc. is the parent company of the franchisor of the Arby's brand and is headquartered in Atlanta, Ga. Visit Arbys.com for more information.

With the current growth and momentum of the brand, Arby's is actively seeking new franchisees. To learn more about available markets and requirements, visit ArbysFranchising.com.