FOR IMMEDIATE RELEASE

Lennys Grill & Subs Turns Up the Heat with the New Carolina Reaper Subs

Memphis, TN – September 30, 2024 – Lennys Grill & Subs is turning up the heat with an electrifying new limited-time offer: the Carolina Reaper Subs. Featuring two varieties — the Philly Cheesesteak Carolina Reaper and the Chicken Philly Carolina Reaper — this spicy lineup is set to ignite taste buds and push the limits of heat lovers everywhere.

The Carolina Reaper Subs are crafted with precision and packed with bold flavor, delivering the heat from the world's hottest pepper, the Carolina Reaper. Flavored with **melted Carolina Reaper Jack cheese** and a fiery splash of **Nashville hot sauce**, these subs are then topped with cool, creamy **Duke's Buttermilk Ranch** to create a perfect balance of heat and flavor. Available in two irresistible options — the classic **Philly Cheesesteak** or the mouthwatering **Chicken Philly** — the Carolina Reaper Subs deliver a spicy thrill with every bite. Whether you're a seasoned spice fan or looking to test your limits, these subs promise to deliver an unforgettable challenge that will leave you craving more.

To cool things off after taking on the Carolina Reaper, Lenny's is offering the Reaper Seconds, a sweet duo featuring the refreshingly tart Apple Spiced Lemonade and a soft, rich Peanut Butter Cookie. The combination is the perfect finish to this bold, fiery meal.

"The Lennys Grill & Sub Carolina Reaper introduces a bold new creation that brings the heat and ignites your senses with vibrant spice. This product is crafted for those who crave an exciting, fiery flavor experience in every bite," said Joseph Unger, President and COO of Lenny's Grill & Subs.

The Carolina Reaper Subs and Reaper Seconds are available for a limited time only at Lenny's Grill & Subs locations, online at order.lennys.com, via the Lenny's App, and through third-party delivery platforms. Be sure to grab this explosive flavor experience while it lasts — but only if you can handle the heat!

About Lennys Grill & Subs
Since 1998, our focus has remained the same—good food with a great experience—as your favorite neighborhood sandwich shop. This means never skipping on quality or quantity. That's why at Lennys, we're proud to serve handcrafted deli subs and made-to-order authentic cheesesteaks piled high with freshly sliced premium meats and cheeses on bread baked fresh every day in our restaurants.

For more information on Lennys Grill & Subs, visit www.lennys.com or follow us on Facebook and Instagram at @lennyssubs.

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