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## Earl of Sandwich Opens First Idaho Location Today

*"World's Greatest Hot Sandwich" franchise open in Meridian*

**MERIDIAN, Idaho, May 16, 2019** – [Earl of Sandwich](#), a fast-casual restaurant franchise co-founded by a direct descendant of the *actual* Earl of Sandwich, is open in Meridian.

The new restaurant is a part of the more than five-acre Fast Eddy's campus on Eagle Road, which already includes a Chevron gas station, convenience store, car wash and lube shop. The entire complex is owned and operated by local entrepreneurs Steve and Tracie Eddy, who previously built and sold a chain of fuel and convenience stores in the Treasure Valley.

"We wanted to find a restaurant concept unlike any other in the area, and Earl of Sandwich fit the bill. Earl of Sandwich appeals to the modern consumer – those who believe that sandwiches are more than a convenience food; they should be carefully crafted and thoroughly enjoyed," said Steve. "We are thrilled to add Earl of Sandwich to our facility and are confident it will become the sandwich-of-choice for everyone in the community."

The Earl of Sandwich concept revolves around the story of John Montagu, the 4<sup>th</sup> Earl of Sandwich. He was a British nobleman and avid gambler who, not wanting to leave the card table to eat, asked for a serving of roast beef to be placed between two slices of bread so he could eat with his hands. Thus, the sandwich was born in 1762. Some 242 years later, Lord John Montagu, the 11<sup>th</sup> Earl of Sandwich and direct descendant of the inventor of the sandwich, partnered with Robert Earl, founder and CEO of Planet Hollywood®, to reclaim and reinvent the greatest of all quick food.

At the heart of the Earl of Sandwich menu is an assortment of signature hot sandwiches made by hand and made to order using the best quality ingredients and served on warm artisan bread. Signature sandwiches include the Full Montagu®, which builds roast beef, turkey, swiss, and cheddar, plus the Original 1762®, with roast beef, cheddar, and horseradish for a take on classic British Sunday roasts. The restaurant also offers freshly tossed green salads, hand-crafted wraps, freshly baked desserts and a variety of grab and go options.

"I am thrilled that Earl of Sandwich is coming to the Meridian community," said Robert Earl, a founding partner of Earl of Sandwich and founder and CEO of Planet Hollywood®. "We are excited to be a part of Steve and Tracie's new development in the area and look forward to offering the same delicious gourmet sandwiches, salads and wraps in the new restaurant. We are confident it will become the go-to place to dine, carry out, or for any catering needs."

"They made the first sandwich. Now they make the best sandwich," added Tracie Eddy.

**About Earl of Sandwich**

Founded in 2004, Earl of Sandwich® is an Orlando, Florida-based fast-casual restaurant franchise that pays tribute to the art of sandwiches with fresh-baked artisan bread and the finest ingredients for its hot sandwiches, hand-tossed salads, wraps, pizza breads and freshly baked desserts. Co-founded by John Montagu, a direct descendent of the of the *actual* Earl of Sandwich, and Robert Earl, founder and CEO of Planet Hollywood®, the restaurant chain currently has more than 30 restaurants open and operating in 13 states, and one in France. For more information, visit [www.earlofsandwichusa.com](http://www.earlofsandwichusa.com).

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